स्वाध्यायान्मा प्रमदः

दिल्ली सरकार

New Era of Entrepreneurial Ecosystem and Vision (NEEEV)

Class 8th to 10th

TEACHER MANUAL

2025

New Era of Entrepreneurial Ecosystem and Vision (NEEEV)

सोच से सृजन तक - उद्यमिता की उड़ान

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This publication has been designed as part of SCERT's mission to provide high-quality, innovative educational resources that empower teachers and students across the state. It aims to foster 21st-century skills, including creativity, critical thinking, problem-solving, and real-world application of knowledge.

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सत्यमेव जयते

Rekha Gupta

Chief Minister, Delhi

MESSAGE

Our Hon'ble Prime Minister, Shri Narendra Modi ji, envisioned India's youth not merely as aspiring professionals, but as enterprise builders. Initiatives like Startup India and Atal Innovation Mission (AIM) have given shape to his vision, fostering a national culture of innovation and enterprise. These path-breaking steps aim to unlock the creative potential of every young mind.

The National Education Policy (NEP) 2020 builds on this vision by emphasizing skill-based, experiential learning that equips students to thrive in a dynamic world. In alignment with this, the New Era of Entrepreneurial Ecosystem & Vision (NEEEV) scheme supports these transformative steps. It aims to plant the seeds of entrepreneurial thinking right within our classrooms.

This Teacher Manual is a cornerstone in our efforts to empower our educators to turn learning spaces into hubs of innovation, where students are encouraged to ideate, explore, and take initiative.

The release of this manual is a testament to our shared commitment to shaping a future-ready generation that is self-reliant, creative, and capable of contributing meaningfully to society and the economy.

I extend my deepest appreciation to all educators, curriculum experts, and contributors who brought this manual. Let this resource serve as a torchbearer, inspiring schools across our state and beyond to embrace the spirit of entrepreneurship and ignite in every learner the courage to create, innovate, and lead.

Rekha Gupta

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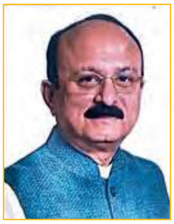

प्रजामेव जयते

ASHISH SOOD
MINISTER OF HOME, POWER, URBAN DEVELOPMENT, EDUCATION,
HIGHER EDUCATION, TRAINING & TECHNICAL EDUCATION
GOVT. OF NATIONAL CAPITAL TERRITORY OF DELHI

MESSAGE

Dear students and teachers,

Our country stands at the threshold of a new era, where innovation, self-reliance, and entrepreneurship will shape our future. The NEEEV (New Era of Entrepreneurial Ecosystem and Vision) curriculum has been developed with this vision in mind.

NEEEV isn't just a curriculum; it's a new way of thinking and doing. It teaches us that every idea, no matter how small, if pursued with hard work and dedication, can bring about profound change in society.

Through this program, students will learn how to turn problems into opportunities, how to build teams that bring ideas to life, and how failure is a necessary part of growth. It will inspire them to become confident, creative, and responsible citizens.

Our teachers are the true leaders on this journey, not just teaching students but also instilling confidence in them. I am confident that NEEEV will unleash a new energy of innovation and entrepreneurship in every school in Delhi.

Let us, together, ensure that every child becomes not just a job seeker, but an opportunity creator taking not only their dreams but also their country to new heights.

ashish

(Ashish Sood)

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MESSAGE

In today's rapidly changing world, education must transcend the mere transmission of knowledge. Education today must do more than deliver knowledge; it must empower children to lead, to solve real problems, and to adapt to a world that is rapidly evolving. As we witness dramatic shifts in global economics and career landscapes, the need for an entrepreneurial mindset in our schools has never been more urgent.

The New Era of Entrepreneurial Ecosystem and Vision (NEEEV) is a bold step in this direction. It aims to nurture critical thinking, creativity, leadership, and resilience among students right from the school level. Our schools are the foundation of the state's future workforce and innovation capacity.

This Teacher manual is designed to build an ecosystem where students can think independently, act ethically and solve local and global challenges with confidence. It will support our teachers in providing the right guidance with the right vision to achieve these goals. In the coming years, we envision more and more schools actively engaging students in idea generation, collaborative problem-solving and community-driven projects that extend far beyond the boundaries of textbooks.

This Manual is designed to help educators implement the vision of NEEEV through practical strategies, classroom activities and reflective practices. It reflects our belief that every student has the potential to develop ideas that can change the world around them for the better.

Let us work together to make NEEEV a catalyst for change where every school becomes a hub of innovation, every teacher a mentor of future leaders, and every student a contributor to the state and nation's progress.

(PANDURANG K. POLE)

VEDITHA REDDY, IAS
Director, Education & Sports

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MESSAGE

We live in a world that is evolving faster than ever, in which creativity, adaptability and problem-solving are as important as academic achievement. As educators, we carry the responsibility of preparing our children not just for exams, but for life beyond the classroom.

The New Era of Entrepreneurial Ecosystem and Vision (NEEEV) reflects this commitment towards nurturing young minds into self-reliant, innovative and socially conscious individuals who can shape the future with confidence and compassion.

The purpose of NEEEV is rooted in a bold, yet practical vision to transform schools into vibrant spaces for entrepreneurial learning. Through this teacher manual, we aim to enable schools to bring entrepreneurship out of fancy boardrooms to classrooms where every child, regardless of background, is given the tools to explore ideas, take initiatives and develop leadership qualities. It is not about creating future business owners alone, but about cultivating a mental framework that embraces challenge, takes responsibilities and contributes to the greater good for the community. This Teacher Manual envisions a space where teachers act as mentors, guiding students to think independently, work collaboratively and turn ideas into action.

The role of teachers in this journey is invaluable. You are the anchor of this transformation. With your support, we can ensure that every student is not just prepared for the world but empowered to improve it.

Let us take this step together to build a generation of doers, dreamers and change makers.

Veditha

(VEDITHA REDDY, IAS)

Dr. Rita Sharma
Director SCERT

SCERT
स्वाध्यायान्मा प्रमदः

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MESSAGE

Today's classrooms must inspire more than academic excellence; they must empower students to become creative thinkers, innovators, and leaders of tomorrow. The NEEEV (New Era of Entrepreneurial Ecosystem and Vision) scheme takes a significant step toward this goal by embedding entrepreneurial skills into school education. This teacher manual aims to help educators nurture a generation that is self-reliant, innovative, and socially responsible.

At NEEEV's core is the seamless integration of entrepreneurial skills across subjects, encouraging students to think critically and creatively in their daily learning. NEEEV provides opportunities for students to prototype, experiment, and confidently bring ideas to life. It also connects students with mentors from the startup world, offering real-world entrepreneurial guidance from those who have navigated the journey. 'Startup Stormers' competition provides learners access to a world of challenges that foster continuous innovation and collaboration.

Most importantly, NEEEV champions an inclusive culture where every child, regardless of background, is empowered to contribute meaningfully and build real-world solutions. This manual serves as both a guide for teachers and a commitment to our students—that their ideas matter and their futures are bright. Together, we will create schools where innovation thrives, and every learner is prepared to lead with courage, compassion, and creativity.

Dr. Rita Sharma.

PREFACE

In an era of rapid transformation, education can no longer be confined to textbooks and examinations. The demands of the 21st century call for empowered learners who can think critically, be creative, solve complex problems, and lead with empathy. Here, entrepreneurship is not merely about setting up businesses; it is about fostering a way of thinking that embraces challenge, looks for opportunities, and gives back to society.

The New Era of Entrepreneurial Ecosystem and Vision (NEEEV) is a pioneering step of the Government of Delhi aiming to inculcate entrepreneurial thinking and developing skill for enterprise establishment into our classrooms. Inspired by the Viksit Bharat vision, NEEEV takes schools away from being mere buildings of rote learning into places where curiosity is celebrated, creativity is nurtured, and every student is granted the right to dream big and act boldly.

NEEEV Scheme would provide practical resources for teachers to carry the spirit of entrepreneurship into the classroom through engaging activities, team projects, and real-life problem-solving. It provides teachers with tools and strategies on how to mentor these budding young innovators, help them navigate through challenges, and transform problems into opportunities.

Educators are the driving force of transformation. With your passion, Delhi can nurture a generation of self-empowered, innovative, and socially responsible citizens who will not just adapt to the future but shape it. Let's work together so that every school becomes a center of innovation, every teacher a mentor of change, and every student a leader of tomorrow.

Dr. Sapna Yadav
Assistant Professor/Chairperson NEEEV
SCERT, Delhi

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1

I Want to
Become a Unicorn!
(Dream Big, I Can)

Learning Outcomes:

After studying this chapter, learners will be able to:

- To understand the power of dreaming big and challenging limitations.
- To identify traits and stories of real-life entrepreneurs who turned bold dreams into billion-dollar ideas.
- To reflect on your own dreams and imagine bigger possibilities.
- To gain basic awareness of what it takes to become a unicorn entrepreneur.

Story 1.1

Let's get inspired by Daymond John.

When Daymond John told people he was going to turn homemade hats into a global fashion empire, they laughed.

They saw a broke kid from Queens.

He saw FUBU: For Us, By Us - a brand that would speak to an entire culture.

> "They Laughed at His Dream… Until He Turned It Into a $6 Billion Brand Brand (FUBU) For us by us"

Dreaming Big with No Money

Daymond started with $ 40 approx (INR 700 in early 90's), a sewing machine, and a dream so bold, it sounded ridiculous to others. He worked at Red Lobster by night and stitched hats by day. His mother mortgaged their house just to give him a shot. People scoffed.

- **Why would rappers wear his clothes?**
- **How could he ever compete with giants like Tommy Hilfiger?**

Proof Over Permission

Instead of waiting for approval, he created buzz himself:

» Handed clothes to emerging hip-hop stars like LL Cool J.

» Sneaked FUBU into a Gap commercial - and suddenly, the world was watching.

» Answered $300,000 (INR 52,50,000 approx) worth of orders from a single newspaper ad.

He hustled until Samsung partnered with him to go global.

From Hustler to Investor

FUBU eventually did $6 billion in sales - and Daymond went from being doubted to becoming a Shark Tank investor, helping new dreamers get their shot.

THINK ABOUT IT

» Have you ever held back a dream of which you feared being laughed at? What was that dream?

» What is a bold idea or goal you have, that feels "too big" right now?

» In what ways are you currently "dreaming safe" instead of "dreaming big"?

Classroom Scene

(The facilitator may begin the class with the following opening Question)

How Big Are We Allowed to Dream?

"Let me ask you something - how big are we allowed to dream?"

We often tell students to aim high, to follow their dreams. But let's be honest - Our Dreams depends upon

a. what we see around us?

b. what our peer / people believe ?

We grow up hearing, “Tumse na ho payega.” from parents, and relatives. Even from teachers. Not out of cruelty, but because that’s the limit of their imagination too. We’re told to be practical. Not to aim too high. To stay within our boundaries.

Let me share a real story.

In school, a teacher asked a student,“What do you want to become in life?”

The boy said, “A constable in Delhi Police.” Surprised, the teacher asked, “Why only a constable? Why not an inspector, ACP, or DCP?”

The boy replied : “I don’t know who they are. But I’ve seen a constable come to our colony. Everyone salutes him. Everyone respects him. I want that.”

That answer wasn’t small. It was **honest.** He could only dream as far as his eyes had seen.

This isn’t a story about a lack of ambition - It’s about a lack of exposure.

Story 1.2 A Scene from 12th Fail Movie

And this is exactly what the movie 12th Fail shows us -

Manoj, a boy from a small village, is expected to fail. Corruption, poverty, and hopelessness surround him. Even his school system is played with corruption where - teachers help students cheat, and those who want to study are mocked.

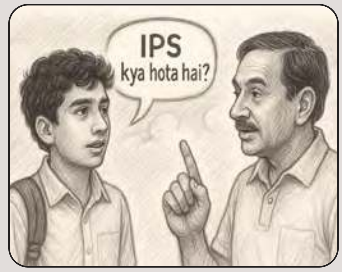
Initially, Manoj didn’t even dream of becoming an IPS officer. He simply wanted to clear the State **Public Service Commission (PSC)** exam - a respectable and stable path in his eyes. But then, something changed.

When his State PSC exam got postponed, and he overheard a conversation about the **Indian Police Service (IPS)**, he became curious.

He asked, **"IPS kya hota hai?"**

And when he learned what it meant - the power, the responsibility, the ability to change lives - He started dreaming BIG.

He didn't lower his aim - he raised it.



From that moment on, he pursued the IPS with unwavering determination. He didn't have coaching. He didn't have connections. He failed - not once, not twice, but again and again.But he **kept going.** Until one day, he finally wore the khaki uniform -**not as a constable, not even as an inspector - but as an IPS officer.**

Take Away

If we only show our children the bottom of the ladder, how can we expect them to dream of the top?

So today, it is urged that not just to talk about big dreams - But to build ecosystems where those dreams are visible, possible, and supported.

Because sometimes the only thing standing between a child and their future is whether someone gave them permission to imagine it.

Activity 1.1

"Dream Wall: From What I See to What I Can Be"

Objective: To Help students to expand their imagination beyond what they currently see in their environment.

Class : VIII

How it works:

» Give each student two sticky notes or cards.

» On the first one, they write **what they currently want to become** and **why** (based on what they've seen or experienced).

» On the second one, they write **a bigger dream** - a career or goal they had never thought of before, inspired by a story or discussion (like *12th Fail*, FUBU, etc.).

» Create a "Dream Wall" on a classroom board with two sections: **"What I Saw"** and **"What I Can Be."**

Discussion: Reflect on how limited exposure can affect our ambition - and how awareness can change that.

Activity 1.2

"Tumse Ho Payega!" Jar

Objective: Build a culture of belief and encouragement in the classroom.

Class IX

How it works:

- Set up a jar or box named **"Tumse Ho Payega!" Jar**.
- Students anonymously drop in notes encouraging each other or themselves. For example:
- "To the student who is struggling in math - tumse ho payega."
- "I want to become a pilot - tumse ho payega."
- Once a week, randomly read a few notes a loud.

Outcome: Reinforces a positive, dream-friendly environment.

Activity 1.3

"Role Model Research & Talk Show"

Objective: Expose students to real-life figures who broke barriers.

Class x

How it works:

- Assign students different inspiring personalities (e.g., Manoj Kumar Sharma from *12th Fail*, Daymond John, Kalpana Chawla, Dipa Karmakar, etc.).
- Students research their journey and prepare a 1-2 minute "Talk Show" interview - where one student acts as the interviewer and the other as the role model.
- They present in front of the class.

Discussion: How did these people overcome their circumstances? What made them keep going?

Understanding The Unicorn Phenomenon

This topic explores what defines a Unicorn, the factors contributing to their success, and a strategic roadmap for students for this ambitions path.

Indian Unicorns That Once Sounded Impossible:

Let's talk about a few people who said "I want to build a unicorn" - and actually did:

OLA

(Bhavish Aggarwal) – People laughed at him for challenging Uber and auto-rickshaws. Today, Ola is worth billions.

Mamaearth

(Ghazal Alagh / Varun Alagh) Story began with the couples's personal struggle to find safe baby products for their son, sparking the idea for the toxin-free brand and purpose driver innovation.

FLIPKART

(Sachin & Binny Bansal) – Quit their jobs at Amazon to sell books online. Everyone thought it was stupid. Today, One of India's biggest e-commerce platforms.

Lenskart

(Piyush Bansal) Built on revolutionizing the Indian eyewear market. He addressed the need for afordabte, accessible and fashionable eyewear.

RAZORPAY

(Harshil Mathur & Shashank Kumars) Two engineers who simplified online payments and created one of India's fastest-growing fintech unicorns.

Activity: 1.4 “Build Your Own Unicorn”

“QUICK TIPS„

Ask students:

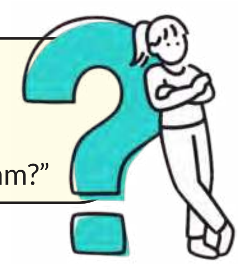
1. If you could solve one problem in the world, what would it be?
2. What’s one crazy idea you believe in - even if others laugh?
3. Give your unicorn a name - what would your 100 crores idea be called?

Example answers from students might be:

- “I want to build an app that makes homework fun.”
- “I want to start a service that brings clean water to every village.”
- “I want to create India’s first zero-waste delivery company.”

Now ask:

- “Who still wants to be a unicorn?”
- “And what would you do if someone laughed at your dream?”



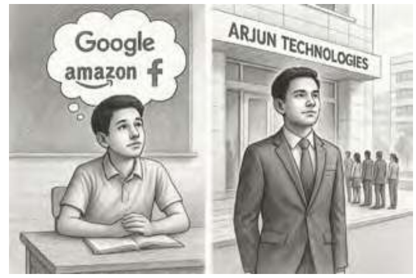
Answer together : “Good. That means I’m dreaming big enough.”

“I want to become a unicorn” isn’t just a fun statement - it’s a powerful metaphor for thinking beyond limits. In the startup world, a *unicorn* is a company that defies the odds and reaches a 100 crores valuation. But in life, becoming a unicorn means:

- Dreaming what others think is impossible
- Refusing to fit into predefined boxes
- Building something so unique, it stands out everywhere

Every groundbreaking business starts with a simple dream. Some of the world’s largest companies-like Flipkart, Paytm, Ola, and BOAT’s-began with a vision in the minds of young dreamers. These dreamers transformed their ideas into 100 crores companies, known as unicorns. A unicorn is not just a mythical creature; in the world of business, it symbolizes startups that achieve a valuation of over $1 billion. Becoming a unicorn entrepreneur means you not only dream big but also create solutions that impact millions of lives.

Why Dream Big?



Dreaming big is the first step toward innovation. When you allow your mind to explore possibilities beyond the obvious, you tap into creativity and discover opportunities that others overlook. Big dreams fuel passion, and passion drives action. For students, dreaming big means thinking beyond conventional career paths and imagining themselves as creators, innovators, and leaders of change.

When we ask students about their biggest dreams, many often say, *"I want to work for companies like Google, Netflix, Facebook, or Amazon."* While these are prestigious goals, it also means that some of our brightest minds aspire to contribute to existing giants rather than building new ones.

But imagine if one of them said, *"I want to create a company so impactful that people from all over the world dream of working there."* Instead of just joining global leaders, why not **build one?** A company that attracts the world's best talent and drives innovation from right here.

Dream not just of being part of greatness-dream of creating it.

From India to the World: The Vision of Viksit Bharat

India gained independence in 1947. For decades, we were labeled a "developing nation."

But Prime Minister **Narendra Modi** changed that narrative with a bold goal: **India will become a developed nation by 2047.**

This is not just a political vision. It's a call to *you*, the youth - to think bigger, build stronger, and believe deeper.

It's not just a dream; it's a powerful mission that inspires every citizen to contribute towards building a prosperous and self-reliant India.

Steps to Becoming a Unicorn Entrepreneur

Start With a Crazy, Yet Clear Vision

- Unicorns aren't built on average ideas.
- Identify a **real problem** people face - one that's often ignored or unsolved.
- Think big: Ask yourself, *"What if I could change how people travel, learn, shop, or live?"*
- *Example:* Ola started with one simple idea - booking cabs should be as easy as tapping a button.

Validate Your Idea (Fast & Frugal)

- Don't wait for perfection - start testing.
- Talk to real users.
- Build a **Minimum Viable Product (MVP)** - something small but functional.
- Improve based on feedback.
- *Example:* Flipkart started by selling just books online before becoming a full e-commerce giant.

Build a Scalable Business Model

A unicorn doesn't grow by selling to 10 people - it grows by solving for millions.

- Ask: *Can this work in many cities or countries?*
- Use tech or systems that help you grow fast without huge costs.
- **Example:** Razorpay made digital payments scalable for thousands of Indian businesses through simple APIs.

Create a Dynamic Team

- You can't build a unicorn alone.
- Hire people smarter than you.
- Build a culture that values innovation, speed, and purpose.
- **Example:** Porter's scaled with a passionate team of engineers, tech experts, logistics officers and marketers.

Raise Smart Money

- Unicorns often need funding - but from the right people.
- Pitch to investors who understand your vision and can help you grow.
- Use the money to improve your product, hire talent, and expand - not to burn cash. **Example:** Airbnb raised global funding and used it to scale across countries and budget segments.

Stay Customer-Obsessed

- Great entrepreneurs don't chase 100 crores valuations - they chase **customer love**.
- Keep solving customer pain points better than anyone else.
- Be responsive, consistent, and innovative.
- **Example:** Zomato grew by listening to both restaurants and customers - optimizing every step of the food delivery experience.

Adapt, Pivot, Survive

- The road to unicorn status is full of failures, setbacks, and surprises.
- Be ready to **pivot** when needed.
- Learn from failures. Stay lean and resilient.
- **Example:** Daymond John (FUBU) pivoted multiple times - selling hats from a van before building a fashion empire.

Make an Impact, Not Just Money

- Today's unicorns are **impact-driven**.
- Think about the **social, environmental, or economic** value you're adding.
- Unicorn status is not just about valuation - it's about **value creation**.
- **Example:** Zerodha became a unicorn by making stock investing accessible and affordable to millions.

Final Thought

"Unicorn entrepreneurs aren't magicians - they're problem solvers with *relentless focus, creativity*, and *belief in the impossible*."

So what's stopping you?

Let's begin your journey to becoming the **next Indian unicorn**. Not someday. **Today**

CONCLUSION

Every great journey begins with a simple dream - even if it sounds crazy to others. Whether you're inspired by Daymond John's hustle or Manoj Sharma's courage, remember this: your background doesn't limit your future - your mindset does. You don't need to wait for permission to dream big. Be the one who dares, builds, and leads. Unicorns aren't born - they're made by students like you, who choose to believe in the impossible and work to make it real. So dream loud, act brave, and let the world watch you rise. Tumse ho payega.

Reflection Questions

1. What dream do I have that feels "too big" - and what's stopping me from chasing it?
2. If I had no fear of failure, what unique problem would I love to solve for the world?
3. What small step can I take today to get closer to my unicorn dream?

2 What Is **Entrepreneurship,** *truly means?*

F3P8H4

Learning Outcomes:

After studying this chapter, learners will be able to:

- Know what Entrepreneurship really means (spoiler: it's not just about money!).
- Discover what it takes to be an entrepreneur — ideas, risk, and action!
- Learn how to turn cool ideas into real stuff that matters.
- Spot the difference between being an entrepreneur and just doing a job.
- Find out how people *actually* become entrepreneurs.
- Build the mindset to think big, stay curious, and never give up.
- See if the entrepreneur's path could be *your* path too!

Nikhil Kamath said that "I've learned everything I have learned only through failure". "I don't think success teaches much outside of creating an ecosystem where it is easier for you to get complacent," Entrepreneurship lives in the determination of individuals who take risks to improve their lives and communities, no matter how modest the scale. This broader, more human-centered view helps us understand that at its core, entrepreneurship is about initiative, resilience, and creating value.

So before we define what entrepreneurship looks like in textbooks or business plans, let's first understand what it means in real life — and why it matters more than ever.

Entrepreneurship is often seen as the glamorous pursuit of starting a business, launching a startup, or becoming one's own boss. But in reality, entrepreneurship goes much deeper than just business creation. It is the ability to identify opportunities, take calculated risks, and drive innovation to solve real-world problems. Entrepreneurs challenge the status quo, create value where none existed before, and often shape the future of industries. So, what is entrepreneurship—really? Is it just about profits and pitches, or is there a larger purpose behind it?

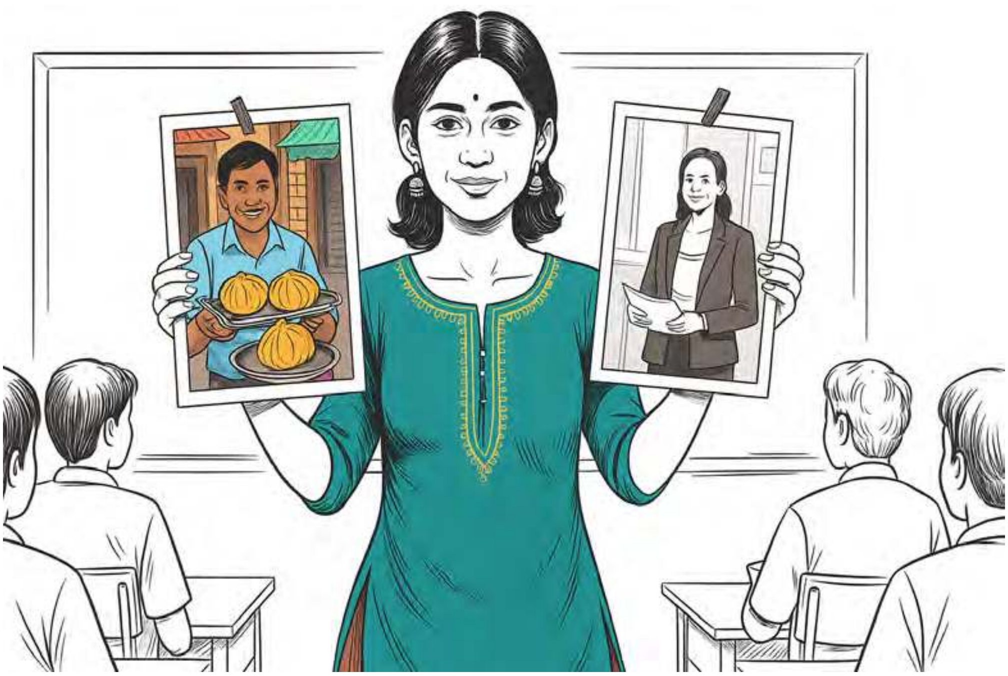
> Entrepreneurship requires a completely different mindset. It's a skill set that needs to be nurtured.
>
> Nikhil Kamath

Classroom Scene

A great way to understand what entrepreneurship truly means is by listening in on a real conversation.

The facilitator may the this role play prior with the interasted students

Let's join a classroom where students are diving into this very question with their teacher.



Good morning, everyone! Look at these two pictures. One is a momo seller. The other is a person working in a big office. What do you think they both do?

They both earn money?

Yes! Now tell me—do you think both of them are doing something on their own?

Yeah, I think so. They're not working for someone else.

Interesting. Do you think that makes them something special?

Maybe... they both started something?

Exactly! They both took a step on their own. That's what today's topic is all about Good morning, everyone! Today, we're starting a new topic—**What is Entrepreneurship, Really?** So let me ask you—when you hear the word *entrepreneur*, what comes to mind?

Someone who starts a business?

That's a great start. Yes, many entrepreneurs do start businesses. But let me ask you this—do you think *every* business owner is an entrepreneur?

Hmm... maybe not. Like, some just continue their family business without really changing anything?

Exactly. And that brings us to an important point—entrepreneurship isn't just about owning a business. It's about creating value through innovation. Now let's dig a little deeper. When I say the word entrepreneur, who do you think of?

Mark Zuckerberg? He started Facebook while in college.

Excellent example. Anyone else?

N.R. Narayana Murthy

Definitely. He's known for building transformative company like Infosys. But let's bring it closer to home—can you think of any entrepreneurs in your own life?

My aunt runs a small business selling handmade bags on Instagram. Does that count?

Absolutely! Entrepreneurship isn't limited to big tech giants. It could be someone running a home business, a farmer switching to organic produce, or even the person selling momos from a street cart. It's about identifying opportunities, taking initiative, and solving problems.

So even small-scale sellers or online business owners are entrepreneurs?

Exactly. Scale doesn't matter—mindset does. Entrepreneurship is about innovation, value creation, and a willingness to take risks. Speaking of which, can anyone name an entrepreneur who fundamentally changed how we live?

Steve Jobs?

Spot on. Steve Jobs didn't just build products—he reimagined how we interact with technology. That's real entrepreneurship. It's not just *what* you do, but *how* and *why* you do it that makes the difference.

So, if entrepreneurship is about more than just business, what do you think makes someone an entrepreneur? What traits or skills do they need to have to think differently and create something new?

And that's the essence of entrepreneurship—it's not just about creating things, but about seeing things differently and making a difference with your ideas. Entrepreneurs aren't just problem-solvers; they're visionaries, innovators, and risk-takers.

Now, think about it—what kind of traits or skills do you think entrepreneurs need to have in order to bring these ideas to life?

Now, what kind of traits or skills do you think entrepreneurs need?

Creativity? And maybe the ability to take risks?

Absolutely—creativity, risk-taking, resilience, problem-solving. These are crucial. And here's a final thought: do you think entrepreneurs are born that way—or can these qualities be learned?

I think they can be learned—with the right mindset and exposure.

That's a great insight. And that's exactly what we'll explore in this course—how entrepreneurship works, how it evolves, and how you can tap into it. Let's dive in!

ENTREPRENEURIAL **ESSENTIAL**

Every amazing business starts with a **spark**—an idea that pops into your head when you notice a problem, feel there's something missing, or imagine a cooler way to do things. Entrepreneurship is all about turning that spark into something **big**. It's about seeing challenges not as roadblocks, but as exciting opportunities to create, solve problems, and make a real impact. Entrepreneurs are like **idea superheroes**—they take what they see around them and make it better, faster, or smarter!

So, what makes an idea go from "Hey, that could work!" to "Wow, this is happening!"? It's all about the **essentials.** Entrepreneurs need to dream up **innovative ideas**, spot **problems** that others miss, and turn those ideas into real, **actionable ventures** that actually make a difference. Ready to dive into these exciting principles and see what makes entrepreneurship so epic?

- **Ever wondered why your school canteen line is always so slow?**
- Or how annoying it is when your bus is always late?
- What if you could *fix* that? What would you change?

Guess what—that's how many entrepreneurs start. They notice everyday problems and ask, *"What can I do about it?"*

Let's break that process down into 5 powerful essentials:

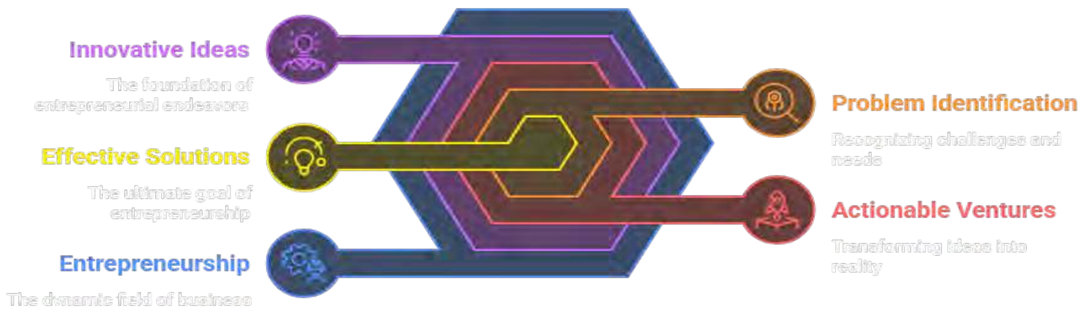
1. **Spot the Problem :** Entrepreneurship begins with *observation*. It could be something small—like no place to park your bicycle safely—or something big, like food wastage in your neighborhood.
   - *If it bothers you, chances are it bothers others too.*

2. **Think Differently :** Ask: "What if there's a better way?" This is where your creativity kicks in. Entrepreneurs don't just complain—they imagine solutions others haven't tried.
   - *Innovation starts with a fresh lens.*

3. **Build a Smart Solution :** It doesn't have to be perfect. It just has to work. Whether it's a quick sketch, a simple plan, or a working model—bring your idea to life!
   - *Start small. Test. Learn. Improve.*

4. **Take Action :** Ideas are powerful—but action brings them to life. Entrepreneurs are doers. They make phone calls, test their ideas with friends, and keep moving even when things get tricky.
   - *Even one step forward counts.*

5. **Make a Difference :** Whether it's helping five people or five million, entrepreneurship is about **creating value**. Real entrepreneurs care about solving problems that *matter*.
   - *Purpose turns projects into movements.*



You've just explored the five essentials that spark real-world entrepreneurship—spotting problems, thinking differently, building smart solutions, taking action, and creating value. But what do these look like in real life? Let's step into the stories of some bold changemakers who used these very steps—often without even realizing it—to build something extraordinary from everyday challenges.

Story 2.1 - Let's get inspired by Ritesh Aggarwal From Air Mattresses to a Hospitality Empire

Imagine being just days away from missing your rent, staring at an empty bank account, and wondering how you'll make ends meet.

In 2007, two roommates in San Francisco, Brian Chesky and Joe Gebbia, found themselves in exactly that predicament. With a major design conference in town and all hotels fully booked, they spotted an opportunity: **What if we turned our living room into a mini bed-and-breakfast?** They inflated a few air mattresses, offered breakfast in the morning, and launched a simple website called "Air Bed and Breakfast."

This modest experiment laid the foundation for **Airbnb**, a platform that would revolutionize the global hospitality industry, offering unique lodging experiences in over 190 countries.

Now, let me ask you — do you know someone who built a similar empire right here in India?

At just 19 years old, **Ritesh Agarwal** spotted a major gap in India's hospitality market: affordable, standardized accommodations were hard to find. With a bold idea and relentless execution, he founded **OYO Rooms**, starting from a single hotel in Gurgaon. OYO quickly expanded, becoming one of the largest hotel chains in the world, spanning over 80 countries.

The thought-provoking fact is that COVID-19 acted as an unprecedented and brutal stress test for OYO's business model. It pushed OYO to become a more mature, technologically driven, and financially disciplined company. This shows that the greatest adversitiescan often serve as catalysts for the most profound and necessary transformations.

These stories remind us that entrepreneurship doesn't always begin with a grand plan or a huge investment. Sometimes, it starts with nothing but an urgent need, a creative idea, and the courage to act.

Inspired? Now it's your turn to think like an entrepreneur! Just like Brian, Joe, and Ritesh spotted everyday problems and turned them into big ideas, you too have the power to do the same. Time to explore your own startup ideas!

Activity 2.1

"Startup of the Day"

(Duration: 20–25 minutes)

Objective: Students will practice identifying problems around them and brainstorming entrepreneurial solutions—just like Brian Chesky, Joe Gebbia, and Ritesh Agarwal did.

Instructions:

- **Warm-up (5 minutes)**

  Begin by quickly revisiting the Airbnb and OYO stories. Emphasize how both ventures started with a simple observation of an everyday problem.

- **Small Group Brainstorming (10 minutes)**

  Divide the students into small groups (3–5 students each).

  Ask them:

  "Think about problems you face daily in your school, college, neighborhood, or city. What annoys you? What feels inconvenient or inefficient?"

  Each group must list at least 3 problems they observe.

- **Idea Development (7 minutes)**

  From their list, each group picks one problem.

  They quickly brainstorm a creative solution or business idea that could address the problem.

- **Sharing & Discussion (5–10 minutes)**

  Each group presents their problem + solution in 1 minute.

  Encourage quick peer feedback: *"Would you use this solution? Why or why not?"*

TAKE AWAY

This activity has shown that entrepreneurship isn't just about great ideas—it's about recognizing everyday problems and taking action. Just like Brian, Joe, and Ritesh, who turned simple observations into global successes, the entrepreneurial essentials of spotting opportunities, creating innovative solutions, and taking risks are the foundation of every great venture. With these principles in mind, the next step is clear: turning those ideas into action and bringing them to life.

Turning Ideas into Action

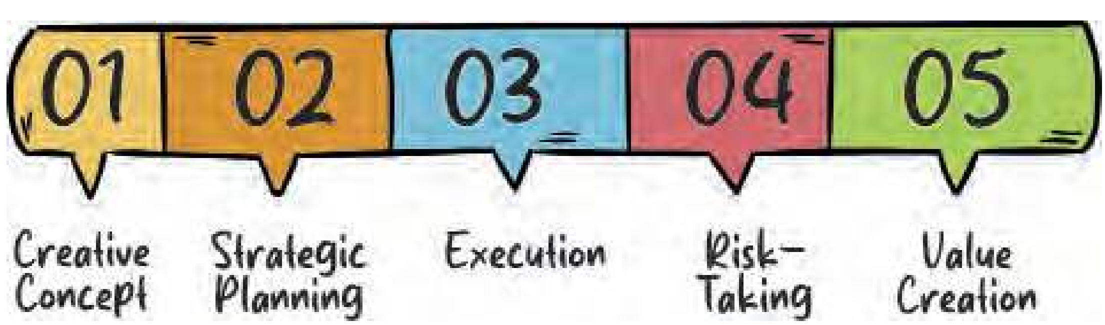
Every successful business begins with a simple idea, but that's just the start. What separates entrepreneurs from the rest is their ability to take that idea and bring it to life. It's about recognizing opportunities, taking bold steps, and facing challenges head-on to turn a vision into reality. Whether it's a mobile app, a local bakery, or a community service—every successful venture began with an idea. But turning that idea into a business requires more than just thinking; it takes action, planning, and problem-solving.

At its core, entrepreneurship is about translating creative concepts into tangible outcomes. It's not just about generating ideas but about strategically executing them, overcoming obstacles, and refining solutions as you go. Entrepreneurs are risk-takers who invest their time, resources, and energy to create value—not just for themselves, but for society as a whole. It's this drive to turn ideas into impactful ventures that fuels the entrepreneurial journey.

Turning an idea into a successful venture requires a structured approach. It starts with a creative concept, where entrepreneurs identify innovative ideas or solutions to real-world problems. Once the concept is clear, strategic planning takes over, outlining the necessary steps, resources, and timelines to bring the idea to life. Execution follows, where the real work begins—putting plans into action, overcoming hurdles, and refining ideas as they evolve.

Along the way, risk-taking becomes crucial, as entrepreneurs must navigate uncertainties and seize opportunities with confidence. Ultimately, the goal is to create value that extends beyond just profits, impacting communities and industries. This journey—from idea generation to value creation—requires vision, determination, and the ability to adapt in a dynamic environment.

The process of turning ideas into action with these 5 essential steps:



1. Creative Concept

Every entrepreneurial journey starts with an idea—a spark of creativity. It's about identifying a new solution, product, or service that addresses a need or a problem. Entrepreneurs think innovatively, imagining possibilities that others haven't yet explored.

- Creativity is about seeing opportunities where others might only see challenges.

2. Strategic Planning

Once the idea is clear, it's time to make a plan. Strategic planning is essential to understand the 'how' of executing the idea. Entrepreneurs define the steps they need to take, set clear goals, and identify the resources and support needed to succeed.

- A good plan gives direction, helping you focus on what matters most.

3. Execution

Ideas remain just ideas until they are put into action. Execution is where all the planning turns into reality. Entrepreneurs take concrete steps, from building prototypes to seeking customer feedback, to make their idea come to life. It's about turning plans into tangible outcomes.

- Start small, experiment, and iterate based on what works.

4. Risk-Taking

Every entrepreneurial venture involves risk. Whether it's financial risk, time investment, or the risk of failure, entrepreneurs are willing to take the leap. They understand that growth comes with challenges and they are ready to face the uncertainty that comes with turning an idea into action.

- Risk is not something to fear—it's an opportunity to learn, grow, and evolve.

5. Value Creation

The ultimate goal of entrepreneurship is to create value—not just for the entrepreneur, but for customers, communities, and society. Whether it's solving a problem, improving lives, or contributing to the economy, entrepreneurs focus on making an impact with their actions.

- Value creation turns an idea into a meaningful contribution to the worl

Turning ideas into action requires more than just creativity—it involves a sequence of steps that bring a concept to life. Each step in the process, from spotting a problem to executing a solution, is crucial in ensuring that an idea doesn't just remain a thought but becomes a tangible reality. Think about how each of these steps plays out in real life: A simple idea, like a new app for students to easily share notes, starts with recognizing a gap (Creative Concept), then progresses through planning features and design (Strategic Planning), followed by testing the app and making updates based on feedback (Execution).

Of course, there's risk involved—like losing time or money—but if the app adds real value, it becomes a successful venture (Value Creation). These are the foundations that every entrepreneur builds on.

Now, it's time for you to get creative and put these concepts into action! In this next activity, you'll design your own entrepreneur avatar, helping you visualize the traits and qualities you want to embody on your entrepreneurial journey.

Activity 2.2

Class VIII – IX

Design Your Entrepreneur Avatar

The Startup Playground (LEARNING WITH FUN!!!!!)

Objective: Explore entrepreneurial values and strengths through visual creativity.

Duration: 25–30 minutes

Format: Individual or pairs

Age Group : 13 years to 15 years

Instructions:

➢ Design a superhero-style Entrepreneur Avatar with:

- A name
- Superpowers (e.g., **Idea Spark** – Always comes up with cool and creative ideas, **Problem Buster** – Can spot problems around them like a detective, **Plan Master** – Knows how to break big ideas into small, doable steps, **Action Hero** – Never just talks—always takes the first step etc.
- A mission (what problem they want to solve)
- A weakness (what holds them back)

➢ Students can draw or digitally create their avatar.

➢ Share with the class or in small groups.

Outcome: Promotes self-reflection, visual expression, and personal connection to entrepreneurial traits.

TAKE AWAY

Creating your Entrepreneur Avatars helped you understand the traits and strengths that make entrepreneurs unique. Now, it's time to apply that thinking in a fun and challenging way. In the next activity, you'll work in teams to turn everyday items into a creative business idea—just like entrepreneurs do when they spot opportunities in unexpected places.

Activity 2.3

Class X

Business in a Box – Rapid Fire Challenge

Objective: Encourage innovation under constraints and fast thinking.

Duration: 30 minutes
Group Size: 3–4 students

Age Group- 15-17 Years

Instructions:

1. Each group receives a mystery envelope with:

- 3 random items or concepts (e.g., a paperclip, a water bottle, the word "Rainy Day")
- A customer profile (e.g., school students, busy parents, pet lovers)

2. Task: Use all three items or concepts to come up with a creative business idea that solves a problem for the assigned customer.

3. Then, present it with:

- A catchy brand name
- A short and fun tagline
- A quick marketing plan to explain how you'd spread the word about your idea

Outcome: Fosters creativity, resourcefulness, and teamwork while simulating real entrepreneurial constraints.

TAKE AWAY

Turning an idea into action is just the beginning of an exciting and rewarding journey. It takes creativity, careful planning, bold decision-making, and a strong desire to make a difference. Through activities like designing your Entrepreneur Avatar and taking on the "Business in a Box" challenge, we've explored how entrepreneurs think on their feet, embrace risks, and craft smart solutions to real-life problems. With this foundation in place, it's time to ask an important question: Are entrepreneurs really different from workers? We'll explore how their unique approach sets them apart in the world of work.

Are entrepreneurs different from Employees?

Entrepreneurs are driven by a unique combination of creativity, vision, and determination. What sets them apart from traditional workers is not just the desire to do a job, but the motivation to create something new, better, or more efficient. Entrepreneurs are not afraid to take risks when others hesitate, and they thrive in environments that demand innovation. In today's fast-paced world, starting a business is easier than ever, thanks to technology and a globalized marketplace that allows one good idea to reach people around the world.

Joseph Schumpeter, an influential economist, defined an entrepreneur as someone who identifies and creates "new combinations." This can involve creating new products, improving production methods, tapping into untapped markets, or even creating entirely new business models. Next we'll look at how this definition plays out in the real world through some examples, showing how entrepreneurs in India are reshaping industries and driving change.

New combinations include:

1. Introduction of a New Good:

Entrepreneurs often bring new products into the market, addressing unmet needs or improving upon existing ones.

For example: Zomato revolutionized the food delivery industry in India. While food delivery wasn't a novel idea, Zomato redefined it by introducing an innovative app, offering comprehensive restaurant reviews, and enabling easy online ordering. The platform didn't just serve food, but also created a community-driven ecosystem around dining out and delivery, making it a new good for the Indian market.

2. New Method of Production:

A new method of production involves creating more efficient or effective ways to produce goods or services.

BYJU's transformed the traditional methods of education delivery. Instead of the typical classroom setting, BYJU's introduced digital learning, combining personalized video lessons, interactive quizzes, and artificial intelligence to adapt to each student's learning pace. This method of production in education made learning more accessible, engaging, and personalized, and it quickly gained massive popularity across India and internationally.

3. Opening of a New Market:

Entrepreneurs frequently tap into untapped or underserved markets, creating new opportunities for growth and development.

Ola, known for its ride-hailing service, expanded into the electric vehicle market by launching Ola Electric. They creatAed an entirely new market segment for electric two-wheelers in India, targeting eco-conscious consumers and positioning their products as an affordable alternative to petrol vehicles. Ola Electric not only opened a new market but also aimed to reshape India's transportation industry with sustainable solutions.

4. New Source of Supply:

A new source of supply involves identifying and utilizing new resources or supply chains to deliver products and services more effectively.

The launch of UPI by the National Payments Corporation of India (NPCI) opened up a new source of supply for digital payments. UPI transformed how Indians interact with money, enabling instant bank-to-bank transfers via mobile phones. It provided a fresh, accessible way for people, especially in rural and semi-urban areas, to engage in digital transactions and banking, bypassing the need for traditional bank visits.

5. New Organizations:

Sometimes, entrepreneurship is about creating entirely new organizations or business models that disrupt existing industries. Swiggy, initially a food delivery service, has evolved into a multi-functional platform by offering services like Swiggy Genie (on-demand delivery) and Swiggy Instamart (grocery delivery). This expansion of the Swiggy platform into different sectors demonstrates how they've embraced the idea of creating new organizations—offering solutions in areas far beyond their initial food delivery business.

Schumpeter's definition of entrepreneurship is still relevant in today's rapidly changing market. Entrepreneurs are constantly identifying opportunities to create new products, improve processes, explore untapped markets, and innovate in ways that challenge traditional business models. As you can see, entrepreneurship in India is alive and thriving, with individuals and companies finding new ways to innovate and lead in their industries. This spirit of innovation and problem-solving is what drives countless individuals to step into the world of entrepreneurship. But what makes someone choose this path? What motivates them to take risks and build something from the ground up? The factors that influence one's decision to become an entrepreneur are diverse and complex. Understanding what drives individuals to take risks, pursue their passions, and step into the world of business can shed light on the entrepreneurial journey and what it truly takes to become a creator.

How One Chose To Become *Entrepreneur ?*

More Than Just Ambition:

The Surprising Roots of Entrepreneurship

Now that you've had fun stepping into the shoes of entrepreneurs, let's pause and ask: What *really* drives someone to become an entrepreneur? Is it just big dreams and ambition, or is there something deeper? Think about this for a moment—how many of you have ever had an idea that you thought could change the world? Maybe it was a new app, a product, or a service. But what made you *want* to bring it to life? Was it a desire for fame and fortune, or was there something else—like solving a problem, helping others, or maybe simply following a passion?

In this next section, we'll explore the unexpected roots of entrepreneurship—the experiences, challenges, and personal motivations that drive individuals to take risks and start their own ventures. Spoiler alert: it's not just about ambition! Let's dive into the surprising reasons why people choose to become entrepreneurs.

TAKE AWAY

Think about the qualities and experiences that might shape your own entrepreneurial journey—what would push you to make that leap?

Autobiography of Varun Aggarwal

From Hobby to Hustle: When Passion Becomes a Business

Many entrepreneurs never set out to become one — it just happens when passion meets opportunity.

Varun Agarwal, in his book ***'How I Braved Anu Aunty and Co-Founded a Million Dollar Company'***, is a perfect example. He was expected to follow the traditional path of engineering, MBA, and a safe job — especially under the watchful eye of Anu Aunty, his mom's opinionated friend. But instead, Varun chose to follow his passion and started a merchandise company for colleges, which took off unexpectedly. What began as a small idea with no clear business plan turned into a successful venture. His story shows how entrepreneurship often begins not with intention, but with the courage to challenge norms and try something different.

Many entrepreneurs had absolutely no intention of becoming one. So why then did they become an entrepreneur?

Story 2.2 - Let's Get Inspired By Kalpana Saroj

When Survival Sparks Startups: The Necessity-Driven Entrepreneur

Many people don't plan to become entrepreneurs — it's often driven by **necessity**. When someone can't find a job or their income doesn't cover basic needs, starting a small venture becomes the only option.

Kalpana Saroj, often referred to as the original "Slumdog Millionaire," is a powerful example of necessity-driven entrepreneurship in India. Born into a Dalit family and married off at the age of 12, she faced extreme poverty and abuse. After escaping her marriage and struggling to survive in Mumbai, she began working as a tailor and later took a small government loan to start a furniture business. With sheer grit, she eventually took over the failing Kamani Tubes company and turned it into a profitable enterprise. Today, she's one of India's most inspiring entrepreneurs — all of it rooted in survival, not ambition.

When Life Throws a Curveball: The Entrepreneurial Pivot Instead of a deliberate choice, sometimes entrepreneurship is born from a significant shift in life's circumstances. It's about individuals who find themselves at a crossroads – perhaps due to job loss, a major industry downturn, or unforeseen personal changes – and instead of solely seeking new employment, they recognize an opportunity (or necessity) to forge their own path. These are the entrepreneurs who didn't necessarily dream of starting a business, but whose resilience and resourcefulness lead them to create one out of necessity.

Story 2.3 – Let's get inspired by Narayana Peesapaty

Narayana Peesapaty, a researcher turned entrepreneur. During a drought in Andhra Pradesh, Narayana observed the excessive use of water in the production and cleaning of plastic utensils and cutlery. Amid growing concerns over environmental sustainability and his own frustrations with the food industry's inefficiencies, he pivoted unexpectedly. With no background in manufacturing or business, he launched **Bakeys**, a company that produces edible cutlery made from millet. What began as a response to environmental and livelihood challenges became a pioneering sustainable enterprise. Narayana didn't plan to become an entrepreneur — necessity, insight, and adaptability led him there.

The journey to becoming an entrepreneur is rarely straightforward. It's often shaped by a mix of passion, necessity, and life's unexpected turns. Whether it's driven by a deep desire to solve a problem, the need to survive, or simply a twist of fate, entrepreneurship is more than just ambition. It's about recognizing opportunities in adversity, challenging societal expectations, and having the courage to pursue a vision, even when the path ahead is uncertain. As we've seen through the stories of Varun Agarwal, Kalpana Saroj, and Narayana Peesapaty, entrepreneurship is about turning personal experiences and challenges into opportunities for growth and impact. It's a dynamic, ever-evolving journey that requires resilience, creativity, and a willingness to take risks. The next step is understanding the mindset that makes entrepreneurs unique.

THE MINDSET

Throughout life, we encounter countless individuals who provide us with services, guidance, or support. Some leave an indelible impression, while others fade into the background. What makes someone memorable or distinct in their role?

Consider your student life: among the many teachers you studied with, there might be one whose passion for teaching, empathy, or unique approach to imparting knowledge left a lasting impact. Similarly, among the doctors you've consulted, there could be one who not only treated your illness but also made you feel understood and cared for, setting them apart.

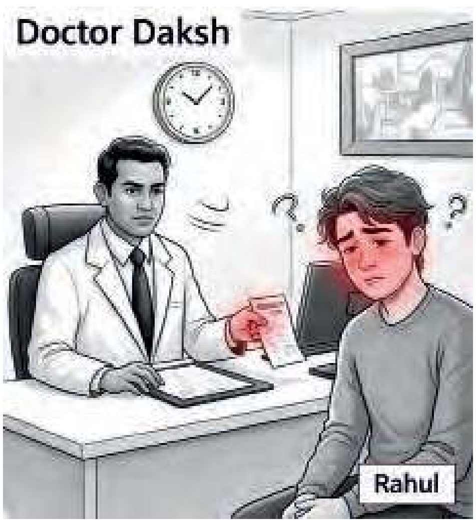
The differentiating factor often boils down to **MINDSET**. It's not just about skills or knowledge—though those are important—but the attitude, perspective, and intention with which they perform their role. A teacher with a growth mindset inspires curiosity and confidence. A doctor with a compassionate mindset fosters trust and reassurance. Even a vegetable vendor with a customer-centric mindset can create an experience that feels thoughtful and personalized.

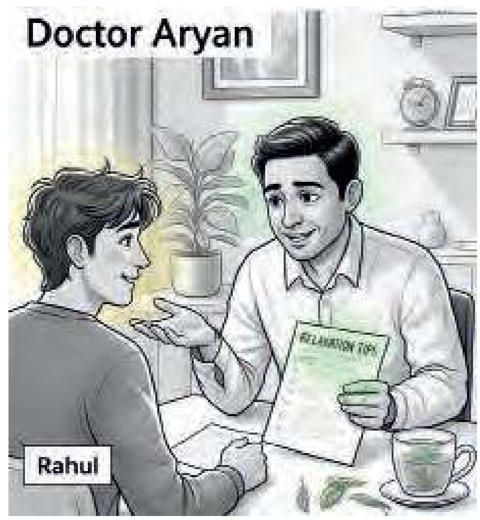
Ultimately, mindset shapes how individuals approach their work and interact with others. It's the blend of values, attitude, and purpose that distinguishes the exceptional from the ordinary. What do you think about this perspective?

Case Study

The Two Doctors

Rahul visited two doctors for the same persistent headache.





Doctor Daksh was highly qualified and well-reputed. During the consultation, Doctor Daksh listened to Rahul's symptoms, quickly wrote a prescription, and sent him on his way without much conversation or explanation.

Doctor Aryan , with similar qualifications, greeted Rahul warmly and took time to understand his symptoms, asking questions about his lifestyle and stress levels. Doctor Aryan explained the possible causes of the headache in simple terms and gave actionable advice alongside the prescription, such as relaxation techniques and dietary adjustments.

Both doctors had the knowledge to treat Rahul's condition, but he left Doctor Aryan's clinic feeling more cared for and confident about his recovery. The difference? **Doctor Aryan's mindset**. Their patient-focused attitude made them stand out, proving that mindset, combined with skill, creates a lasting impact. This example shows how mindset distinguishes exceptional service from ordinary interactions in any profession.

When we think about the movers and shakers of the world, those who've scaled the highest peaks of success, they all have something in common. They all embody a certain quality – the entrepreneurial mindset. But what exactly does that mean?

The entrepreneurial mindset is more than just starting businesses or inventing breakthrough products. It's about seeing opportunities where others see obstacles, embracing challenges, and not being afraid to fail. Having an entrepreneurial mindset can benefit anyone, whether you're running your own venture, spearheading a project at work, or simply navigating the complexities of everyday life.

The mindset can be applied in any field even in teaching. Let's listen to the story of our own Delhi government school.

Story 2.4 - Let's Get Inspried By Chitra Gupta

Reviving Dreams in the Lanes of Old Delhi

Amid the bustling streets of Old Delhi, the sounds of everyday life — a cat's meow, the clucking of chickens — gradually fade as a new energy fills the air. The drumbeat of the morning assembly at Sarvodaya Kanya Vidyalaya No. 2, Zeenat Mahal, echoes through the courtyard, symbolizing the start of a journey where every student is empowered to chase their dreams and break through barriers.

As you stand outside the crumbling remains of the **Zeenat Mahal haveli**, it is hard to imagine that behind its weathered gates, over **1,200 Muslim girls** from some of Delhi's most disadvantaged communities are quietly scripting a revolution.

This **100-year-old Urdu-medium school** was once ranked among the **bottom 200 government schools** in Delhi, grappling with **low pass percentages**, **high absenteeism**, and **community resistance to girls' education**. Today, it is a **model of transformation** — and at the heart of this turnaround is one woman: **Principal Chitra Gupta**.

A Leader with an *Entrepreneurial Mindset*

When Chitra Gupta took over in **2007**, the school was plagued with problems:

- Students came from families where education was a low priority, especially for girls.
- Many worked part-time in embroidery, kite-making, or candle manufacturing to supplement family income.
- Infrastructure was crumbling; tuberculosis was common; absenteeism was rampant.
- Girls often missed school to accompany parents to work or seek medical treatment.

Rather than being discouraged, **Chitra saw possibility amid despair**, just like a true entrepreneur sees opportunity in crisis.

Diagnosing the Root Problem:

Chitra **dug deeper** into the reasons for absenteeism. When she discovered that many girls missed school for TB treatment, she **forged a partnership with a local health center**, bringing medical help closer to the students. **Problem-solving and resource mobilization** — key entrepreneurial skills — were at the core of her approach.

Community Engagement:

Chitra understood that real change needed **parental buy-in**. She **held open-house meetings**, delicately explaining to conservative families why investing in girls' education was vital. She even addressed cultural objections — such as resistance to singing *Vande Mataram* or practicing yoga — with **empathetic communication**, positioning these activities as universal, health- or patriotism-related rather than religious.

Empowering Students Beyond Academics:

She encouraged students to participate in **inter-school competitions**, despite fierce initial opposition. Slowly, as girls brought home prizes and recognition, mindsets shifted. Parents who once feared sending daughters beyond *Dilli-6* began allowing them to travel for educational trips to **Amritsar** and **Dalhousie**.

Building an Oasis of Hope: In the middle of Old Delhi's cramped, polluted alleys, Chitra **created an oasis**:

- A clean, tiled assembly yard.
- A structured, nurturing environment.
- A corridor filled with inspiring portraits and messages of resilience.

Academic and Social Breakthroughs:

- In 2008, SKV achieved a **100% pass rate**.
- In 2010, it topped Delhi's non-RPVV government schools in **average student marks**.
- SKV students won prestigious honors such as the **INSPIRE Award** by the Department of Science and Technology, the **Amul Vidyashree Award**, and the **Delhi Parents Council Award**.
- The school became so successful that **demand for admissions far exceeded capacity**

Redefining Leadership:

Chitra Gupta showed that **leadership isn't just for CEOs and politicians** — it's equally needed in our schools, communities, and everyday institutions. Her story challenges the narrow definition of entrepreneurship, proving that **anyone who identifies a problem and mobilizes resources creatively to solve it** is, in spirit, an entrepreneur.

The Bigger Picture: Changing a Mindset

"It's not about Hindus and Muslims. A child should be informed about the wider world, of which she is a part," says Nahid Aslam, one of the school's beloved teachers.

Chitra Gupta's success isn't measured just by report cards. It's measured by **the quiet expansion of girls' dreams**, by **parents who now prioritize education over immediate earnings**, and by **a community that has started to believe in a different future**.

Much like **entrepreneurs who reshape markets**, Chitra reshaped **social expectations**, proving that true innovation often begins at the grassroots.

The entrepreneurial mindset is much more than a tool for business success; it is a way of approaching life's challenges with creativity, resilience, and a solution-oriented attitude. Whether you're in business, education, or healthcare, like the doctors in our case study, the mindset you adopt has the power to transform how you work, how you connect with others, and how you navigate adversity.

DID YOU KNOW?

*Chitra Gupta, without launching a tech company or a billion-dollar startup, built an empire of **hope, resilience, and education** — right from the heart of Old Delhi.*

Chitra Gupta's story further exemplifies this, showing how entrepreneurial thinking can turn around not only institutions but entire communities. It's about recognizing opportunities in problems and using available resources to create meaningful change. The power of mindset lies in its ability to inspire action and foster innovation in any field. As we reflect on these examples, we see that developing this mindset is not limited to entrepreneurs in the traditional sense; it's a mindset anyone can cultivate to lead, innovate, and impact the world around them. Moving forward, we will delve deeper into how one can actively develop this mindset, and how it plays a critical role in shaping one's entrepreneurial journey.

CONCLUSION

This chapter has taken you through the essence of entrepreneurship, revealing that it's not just about having great ideas, but about turning those ideas into meaningful action. Entrepreneurship is about spotting opportunities where others see obstacles and having the courage to take risks. It's about being resourceful, adaptable, and driven by the passion to solve real problems. We've learned that entrepreneurs are not defined by a job title but by their mindset—their ability to innovate, challenge the status quo, and continuously push the boundaries of what's possible.

The journey to becoming an entrepreneur is not a straight path. It's shaped by a mix of passion, necessity, and even unforeseen circumstances. Like the entrepreneurs we've explored, whether driven by a desire to make an impact or the need to overcome personal challenges, entrepreneurship is a powerful way to turn setbacks into stepping stones. It requires resilience, creativity, and a willingness to take risks, but above all, it's about having the courage to act on your vision, no matter how uncertain the future may seem.

What truly sets entrepreneurs apart is their mindset—the unwavering belief that they can create change, overcome challenges, and leave a mark on the world. This mindset is what fuels innovation, drives growth, and enables entrepreneurs to make a real difference in their industries and communities.

As you move forward, think about how you can embody this entrepreneurial mindset. Remember, it's not just about ideas—it's about the boldness to take action, the resilience to overcome challenges, and the determination to create something meaningful. The next chapter, "**Think Like an Entrepreneur!**," will help you unlock the full potential of your mindset and guide you in thinking like the trailblazers of tomorrow. The world is full of opportunities waiting to be seized—are you ready to take the first step?

Reflection Questions

- What is one problem in your community or school you would like to solve?
- What small steps could you take to turn an idea into action?

3

Think Like an *Entrepreneur!*

Learning Outcomes

After studying this chapter, learners will be able to:

- Understand the core traits of entrepreneurial thinking — curiosity, courage, confidence, and collaboration.
- Identify real-life problems around them and frame them as opportunities.
- Generate creative ideas and explore simple solutions using teamwork.
- Develop basic prototypes or representations of their ideas.
- Communicate their ideas confidently through storytelling or presentations.
- Reflect on the importance of learning from failures and thinking boldly.

Entrepreneurship as a Mindset

In the 21st century, entrepreneurship is no longer just about spotting opportunities, taking risks, or turning ideas into reality. It has evolved into something deeper — a **mindset**. This mindset is what separates truly impactful entrepreneurs from those who simply have good ideas. In fact, a powerful mindset can make a mediocre idea succeed, while a poor mindset can cause even the best ideas to fail.

To **"think like an entrepreneur"** means adopting a mindset that is opportunity-focused, proactive, and resilient. It involves seeing problems as possibilities, being comfortable with uncertainty, and constantly looking for ways to create value. Building an entrepreneur's mindset is about **developing the attitudes, behaviors, and skills** that enable someone to identify opportunities, innovate, and take calculated risks to bring new ideas to life.

➢ Think-Pair-Share Prompt:

Can you think of a real-world example where someone succeeded despite having an average or even flawed idea? What role might their mindset have played?

"The greatest discovery of my generation is that human beings can alter their lives by altering their attitudes of mind."
— William James

This quote perfectly captures the heart of the entrepreneurial journey: **change your mindset, and you change your outcomes.**

Story 3.1 Let's get inspired by Jan Koum

A Simple App That Changed the World

Jan Koum was born in a small village in Ukraine and grew up in poverty. He immigrated to the United States with his mother as a teenager. They lived off food stamps, and Koum worked as a cleaner at a grocery store to help make ends meet.

*Despite the odds, he taught himself computer programming and eventually landed a job at **Yahoo**, where he worked for nearly a decade.*

The "Average" Idea

In 2009, Koum and his friend Brian Acton had an idea:

*"Let's create a simple mobile app that let's users update their **status** and share it with their contacts."*

*Yes—**just a status updater**. Not even messaging at first.*

*The app was clunky, had bugs, and no one was interested. But when Apple introduced **push notifications**, Koum saw an opportunity. Now, users could get alerts when someone updated their status. Slowly, people started using it like **instant messaging**. That pivot gave birth to what would become **WhatsApp**.*

Mindset in Action

*Let's break down the key **mindset traits** that helped Koum turn a basic idea into one of the world's biggest apps:*

1. Simplicity as a Strength

While others were building bloated apps with ads and features, Koum insisted:

"No ads, no games, no gimmicks."

*WhatsApp would be **fast, clean, and private.***

- ***Mindset Lesson**: Sometimes **restraint is innovation**. Koum focused on what people truly needed—not what was trendy.*

2. Listening and Adapting

*When users started treating the app like a messaging service, they didn't resist—they **leaned into the unexpected use case** and improved it.*

- ***Mindset Lesson**: Koum didn't fall in love with the original idea. He **listened to the market** and **pivoted** when it made sense.*

3. User-Centric and Principle -Driven

*Koum was obsessed with **privacy and user experience**. Growing up in a Soviet surveillance state, he deeply valued user privacy and refused to collect user data or run ads.*

- ***Mindset Lesson**: His entrepreneurial vision was rooted in **deep personal values**, which helped build long-term trust with users.*

4. Overcoming Rejection

*Interestingly, both Koum and Acton were **rejected by Facebook** when they applied for jobs in 2007.*

*Years later, **Facebook bought WhatsApp for $19 billion**, making it one of the **largest tech acquisitions in history**.*

- ***Mindset Lesson**: They didn't let rejection define them. They **created their own opportunity.***

LATEST MILESTONE

» *WhatsApp has over **2 billion users** globally.*

» *It's the **most used messaging app** in many countries.*

» *Jan Koum went from food stamps to being worth **over $10 billion**.*

TAKE AWAY

*The **original idea wasn't revolutionary**—a status updater turned messenger. But the **mindset**—adaptability, clarity of vision, deep empathy for users, and personal integrity—was exceptional.*

The Role of Entrepreneurial Leadership

Entrepreneurial success isn't just about the "what" — it's about the "how". How you think. How you respond to challenges. How you lead. **Entrepreneurial leadership** drives the transformation of an idea into a sustainable business — often through perseverance, vision, and adaptability.

Case Study

Rita McGrath's Insight (2000)

In her influential book *The Entrepreneurial Mindset*, McGrath defines it as:

"Creating the conditions under which everyone involved is energized to look for opportunities to change the business model."

This means entrepreneurship isn't confined to the founder. It's about fostering a culture where everyone — employees, partners, customers — is constantly thinking entrepreneurially.

Class Discussion Prompt: *How can an organization empower every employee to think like an entrepreneur?*

What Is a Mindset

A *mindset* refers to:

» Your thought patterns and beliefs

» Your habits and personal traits

» Your self-image and confidence

» Your courage to take risks

» Your ability to trust and relate to others

In essence, **entrepreneurship is a reflection of your character, attitudes, and beliefs.**

Reflection Questions

What beliefs or habits do you think are helping or holding you back from thinking entrepreneurially?

Thought	➔	Feeling	➔	Action	➔	Result

Entrepreneurial results stem from a powerful internal chain:

Each step is shaped by our upbringing, early education, cultural experiences, and personal interactions — all of which contribute to how we perceive opportunities and challenges.

Reflection Questions

Trace a decision you made recently through this chain. What thought triggered the action? How did it impact the result?

The Babson definition of entrepreneurship — *"a mindset that is opportunity-obsessed, holistic in approach, and leadership-balanced"* — emphasizes developing an entrepreneurial *way of thinking* rather than limiting entrepreneurship to starting a business.

How Mindset is Formed — And How to Reprogram It for Entrepreneurial Success

Our **thoughts** don't just come from nowhere — they arise from information stored in our minds, which is largely shaped by our **past conditioning** or **"programming."** This programming influences how we think, act, and respond, often without us even realizing it.

Where Does This Programming Come From?

There are **three primary sources**:

1. Verbal Programming

What we repeatedly heard from parents, teachers, elders when we were young.

Examples:

"You're not good at math."

"You're so smart and capable."

2. Modelling

What we observed — how the adults around us behaved, especially in challenging situations

Examples:

» Watching a parent persist through hardship.

» Seeing a teacher give up easily.

3.Specific Incidents

Emotional experiences that left a lasting impact — both positive and negative.
Examples:

» Being scolded for asking too many questions.

» Receiving praise for solving a tough problem.

These experiences get **internalized**, shaping our mindset — our beliefs about ourselves, our capabilities, and what we think is possible.

Reflection Questions

Can you recall a phrase or moment from your childhood that shaped the way you see your own abilities today?

Growth Mindset vs. Fixed Mindset

People may have different mindset , i.e. growth mindset or fixed mindset.The concept of **Growth Mindset vs. Fixed Mindset** was introduced by psychologist **Carol Dweck**, and it's foundational in understanding how people approach learning, challenges, and success—especially in entrepreneurship.

Growth Mindset vs. Fixed Mindset

Aspect	Fixed Mindset	Growth Mindset
Belief About Abilities	Intelligence and talent are fixed traits—"you're born with it or you're not."	Abilities can be developed through effort, learning, and persistence.
Response to Challenges	Avoids challenges; gives up easily	Embraces challenges as a chance to grow
View of Effort	Effort is pointless if you're not "naturally" good	Effort is essential for mastery and progress
Feedback	Takes criticism personally, ignores useful feedback	Uses feedback as a tool for improvement
Success of Others	Feels threatened or discouraged by others' success	Feels inspired and learns from others' success
Failure	Seen as a sign of lack of ability	Seen as a valuable learning opportunity

Why Growth Mindset Is Crucial for Entrepreneurs

Entrepreneurship is filled with uncertainty, rejection, and trial-and-error. A **fixed mindset** sees failure as a dead-end. A **growth mindset** sees failure as data.

Applications of Growth Mindset

» **Jan Koum (WhatsApp)**: Rejected from Facebook, he didn't give up—he used that rejection as **fuel to build his own product** and improve it over time.

Activity 3.1

"Think of a time you failed or were told 'you can't do this.' How did you react? What would a growth mindset response have looked like?"

The movie ***12th Fail***, based on the true story of **Manoj Kumar Sharma**, is a powerful illustration of the **growth vs. fixed mindset** in action. It shows how mindset—not background, intelligence, or luck—can determine success.

➢ **Growth vs. Fixed Mindset in *12th Fail Movie***

➢ **Fixed Mindset Example:**

In the early part of the film, **many students around Manoj**—and even some teachers—believe:

- "If you fail once, you're not cut out for success."
- "People like us (from poor or rural backgrounds) don't become IAS officers."
- "Cheating is the only way to pass because the system is broken."

This reflects a **fixed mindset**:

Belief that ability is **inborn**, and setbacks prove you're not good enough. Effort is seen as pointless if you're not "naturally smart" or "privileged."

➢ **Growth Mindset Example: Manoj Sharma's Transformation**

Despite **failing his 12th-grade exams**, Manoj doesn't give up. Instead, he decides to:

» Start again from scratch.

» Study honestly, even when cheating was easier.

» Move to Delhi and work while preparing for the **UPSC exam**.

» Learn from failures and **improve his strategy** after every attempt.

His mindset:

"I may have failed, but I can **learn, grow, and try again**. My background does not define my future."

» **Growth Mindset Traits in Manoj:**

- **Resilience:** He bounces back after repeated failures.
- **Effort:** He studies late nights, works odd jobs, and keeps pushing.
- **Adaptability:** He changes how he studies, what he reads, and how he takes tests.
- **Inspiration from others:** He's motivated by other successful students—not threatened.

Reflection Questions

"In *12th Fail*, Manoj could have accepted that he wasn't 'meant' for success after failing. Instead, he worked harder and smarter.

What are situations in your own life where you've responded with a fixed mindset? How might you reframe them with a growth mindset like Manoj?

Reprogramming the Entrepreneurial Mindset

Fortunately, our mindset isn't fixed. It can be **reprogrammed consciously** using a four-step process:

The 4-Step Mindset Reset:

Sr. No.	Step	Description	Activity
1.	Awareness	Identify old beliefs.	• Write down the things you were told about money, risk, failure, or success.
2.	Understanding	Reflect on their impact.	• Ask: "How have these beliefs shaped my choices so far?"
3.	Dissociation	Challenge and choose.	• Decide: "Do I still want to believe this?"
4.	Affirmation	Replace with new thoughts.	• Say: "This old belief isn't true. I choose a new way of thinking."

➢ **Example:**

Old belief: "I'm not good at business." New affirmation: "I am capable of learning and growing into a successful entrepreneur."

➢ **To Do :**

Try going through the 4-step process with a belief you have about money, failure, or leadership.

The Entrepreneurial Spark

At the core of every successful entrepreneur isn't just an idea — it's a **spark** powered by a cultivated mindset. That mindset includes:

» Resilience

» Optimism

» Growth orientation

» Self-belief

It's not something you're born with — it'ssomething you build.

Reflection Questions

What one belief about yourself do you think is holding you back — and how would you like to change it?

Entrepreneurial Thinking, Every Day : How to Apply It Anywhere

Provoking question:
"Do I need a Startup to Think Like an Entrepreneur ?"

No, You Don't Need a Startup to Think Like an Entrepreneur.

When you hear the word *entrepreneur*, your mind might jump to startups, Shark Tank pitches, or billion-dollar exits. But entrepreneurship is far more than launching a business. It's a mindset—a way of thinking and acting that empowers people to take initiative, solve problems creatively, and turn ideas into impact.

Now we will explore how *anyone*—not just business owners—can apply entrepreneurial thinking in everyday life. Whether you're a teacher, employee, student, freelancer, or stay-at-home parent, you'll learn how to tap into this mindset to create value, navigate uncertainty, and take control of your environment.

What Is Entrepreneurial Thinking?

We have already discussed in the previous section that entrepreneurial thinking is about recognizing opportunities, taking initiative, and thinking creatively to add value—regardless of your role or environment.

Core Traits of the Entrepreneurial Mindset:

Trait	What It Looks Like in Practice
Initiative	You act before being told. You find ways to improve.
Opportunity Focus	You look for solutions, not just problems.
Ownership	You take responsibility for outcomes.
Creativity	You try new methods and ideas to get results.
Resilience	You adapt, recover, and keep going.
Action Bias	You don't wait for certainty—you start anyway.

Mindset Shift

From: "It's not my job."

To: "How can I add value here?"

Real World Context?

As we've already explored, the entrepreneurial mindset isn't limited to startups or business ventures—it's a versatile way of thinking that can be applied across all areas of life. Let's now examine how this mindset manifests through the following dimensions:

At Work (Intrapreneurship)

Entrepreneurial employees innovate from within—challenging processes, proposing improvements, or starting new initiatives.

Story 3.2 - Adobe's Kickbox – Empowering Everyday Innovation

At Adobe, innovation isn't reserved for senior executives or specialized R&D teams. Instead, the company empowers *any employee*, regardless of department or rank, to think and act like an entrepreneur through a program called **Kickbox**. Each Kickbox is a bright red box containing a step-by-step innovation toolkit—and a prepaid credit card loaded with **$1,000**. What makes this initiative truly unique is that **no management approval is required** to access it or spend the money. The purpose? To lower the barriers to experimentation and encourage bold, bottom-up innovation.

Inside the box, employees find:

» A guidebook outlining a six-step process for refining and testing ideas

» Creativity tools and frameworks

» Evaluation criteria

» Resources for rapid prototyping

» And most importantly, a message: *"You have permission to innovate."*

The program sends a clear signal: **you don't need a title to lead innovation**. By trusting employees with autonomy, resources, and the freedom to fail, Adobe fosters a company-wide entrepreneurial culture where new ideas can emerge from anywhere—and anyone

Many of the ideas born from **Kickbox** have evolved into real products, internal tools, and customer solutions—proving that entrepreneurial thinking thrives when it's democratized. For instance, one employee developed a new **voice analytics tool** to help creatives understand how tone and emotion affect audience engagement. Another Kickbox participant designed a **customer onboarding dashboard**, which is now used across Adobe's enterprise software teams to improve client retention.

A third project led to the creation of a **content auto-tagging system** powered by AI, which was later integrated into Adobe Experience Manager, saving countless hours of manual labor. These innovations didn't come from the top—they came from individuals who were empowered to act on their curiosity and take ownership of problems they saw firsthand.

In Education

Students use entrepreneurial thinking to create their own opportunities—internships, side projects, research, or clubs.

Story 3.3 - Let's get inspired by FedEx – Turning a Classroom Project into a Global Delivery Service

A student at **Yale University**, **Fred Smith**, used entrepreneurial thinking in 1962 to create a groundbreaking solution for logistics in his economics paper. Despite receiving a C grade from his professor, who doubted the feasibility of his idea, Smith's determination pushed him to turn his project into **FedEx**. Today, **FedEx** is one of the largest and most successful delivery service companies in the world, revolutionizing global shipping.

From homemaker to entrepreneur—entrepreneurial thinking empowers individuals to turn everyday challenges into thriving businesses and create opportunities for themselves and others.

Story 3.4 -Let's get inspired by Krishna Yadav From Homemaker to Pickle Entrepreneur

Krishna Yadav, a homemaker from Bulandshahr, Uttar Pradesh, faced financial hardships when her husband's business failed. With only ₹500 in hand, she moved to Delhi with her family and began cultivating vegetables on leased land. To mitigate losses from unsold produce, she started making pickles. After receiving training at the Krishi Vigyan Kendra, Krishna honed her skills inpreserving and packaging.

She began selling her pickles on the roadside, offering free samples to attract customers.

Her dedication paid off, and she expanded her product line to include over 250 varieties of pickles, jams, chutneys, and syrups. Today, her company, **Shri Krishna Pickles**, has an annual turnover of ₹5 crore and employs more than 100 women from nearby villages. Krishna's story exemplifies how entrepreneurial thinking can transform challenges into opportunities, turning a homemaker into a successful businesswoman.

Small Habits That Build a Big Mindset

Entrepreneurial thinking grows through daily habits. Start small, stay consistent.

5 Daily Practices:

Habit	**Description**
Ask Better Questions	Swap "Why me?" for "What can I change?"
Spot Friction	Notice inefficiencies and think, "Could this work better?"
Take Micro-Risks	Speak up, try a new idea, test without perfection.
Keep a Problem Journal	Write one problem and possible fix each day.
Celebrate Attempts	Track bold actions, not just outcomes.

Reflection Questions

"What small risk did I take today?"
"What frustrated me today—and how could I improve it?"

Activity 3.2

Use these tools to develop and reinforce entrepreneurial thinking:

Daily Prompts

- What didn't go as planned today—and what did I learn?
- What small problem did I notice today?
- What would an entrepreneur do in my situation?

- Mindset Checklist Each day, ask yourself:
  - Did I try something new or different?
  - Did I solve a problem creatively?
  - Did I take initiative without being asked?
  - Did I act without waiting for perfection?
  - Did I reflect and learn?

Your Practice Box: Weekly Challenge

Try one per week:

1. **Pitch a New Idea** at work, school, or in your group.
2. **Start a $0 Project** using only what's freely available.
3. **Interview a Problem**—spend a day tracking a frustration or inefficiency.
4. **Build a Prototype** for a solution (paper sketch, MVP, video pitch, etc.)
5. **Teach Someone Something** you've created or learned this month.

TAKE AWAY

Entrepreneurship is a Practice, Not a Title

Entrepreneurial thinking isn't a switch you flip—it's a practice you build. It's less about founding companies and more about founding *ideas*. It means showing up each day ready to notice, create, and act.

Start where you are. Use what you have. Build something better—not later, but now.

CONCLUSION

Entrepreneurial thinking isn't just about starting a business—it's a powerful way to approach life, full of creativity, problem-solving, and excitement! Imagine having the mindset to turn every challenge into an opportunity and every idea into action. That's what entrepreneurs like Jan Koum, who turned WhatsApp into a global sensation, and Krishna Yadav, a homemaker who built a thriving business, did. They didn't just wait for success to come; they created it with determination and a willingness to learn from every experience, even the tough ones.

What if you could do the same? What if you could look at any obstacle not as a roadblock but as a stepping stone to something amazing? Entrepreneurial thinking is all about seeing possibilities where others see limits. It's about having the courage to take risks, the creativity to innovate, and the resilience to keep going, even when things don't go as planned.

This mindset can transform the way you think about school, life, and your future. It's not just for business owners—it's for anyone who wants to make a real impact. So, start today! Ask questions, experiment with ideas, and embrace mistakes as part of your journey. Your entrepreneurial mindset will open doors to endless possibilities. The world is waiting for your fresh ideas—step up, think big, and take action!

Reflection Questions

1. How can thinking like an entrepreneur help you tackle everyday challenges? Can you think of a time when you turned a problem into an opportunity?

2. What entrepreneurial traits do you already have? How can you grow them even more?

3. How can you start using an entrepreneurial mindset today—whether in school, hobbies, or future goals?

4

Design Thinking

Learning Outcomes

After studying this chapter, learners will be able to:

01: Design Thinking

1.1. Application process of Design Thinking

1.2. What do you need for Design Thinking

1.3. Starting the Design Thinking journey

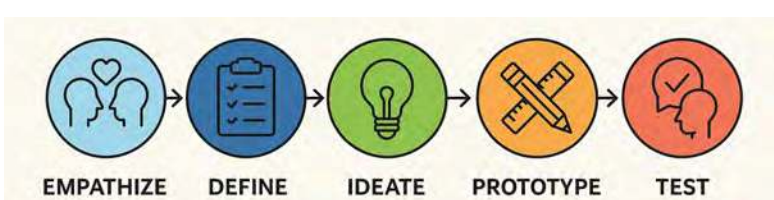
1.4. Identifying problem contexts around us

1.5. Understanding each Design Thinking steps in detail & applying it on selected problem context

Let's Begin With Design Thinking

Welcome to the world of Design Thinking! This is the beginning of an exciting journey where you will learn how to solve real-world problems by thinking creatively and collaboratively. Design Thinking is more than just a process—it's a mindset that encourages you to look at challenges from different angles, empathize with others, and come up with innovative solutions that make a difference. Over the next several activities, you will explore the five key steps of Design Thinking: Empathize, Define, Ideate, Prototype, and Test.

These steps will guide you through the process of understanding problems deeply, generating ideas, and creating solutions that work in real life. Let's take a quick look at what each of these steps involves:



1. **Empathize:** This step is about understanding the people who are affected by the problem. You'll step into their shoes and see the world from their perspective. You'll ask questions, observe, and listen to their stories to get a clear sense of their needs and challenges.

2. **Define:** After gathering information in the Empathize phase, you'll use that data to define the problem clearly. What are the specific issues people are facing? What are the root causes? In this step, you will focus on narrowing down the problem so that you can come up with targeted solutions.

3. **Ideate:** Now it's time to get creative! In the Ideate phase, you'll brainstorm as many ideas as possible to solve the problem you've defined. Remember, no idea is too wild or impossible at this stage—the goal is to push the limits of your imagination and think outside the box.

4. **Prototype:** Once you have a range of ideas, you'll start building simple models or representations of your solutions. These prototypes could be anything from drawings and models to digital simulations. The aim is to turn your ideas into tangible things that you can test and improve.

5. **Test:** Finally, you'll take your prototypes and test them in the real world. This is where you'll get feedback, see what works, and figure out what needs improvement. Testing allows you to refine your solutions, making them even better.

Choosing The Problem Context

As you begin this journey, the first thing you'll do is choose a problem or context that you care about. This could be something from your school, your community, or even a global challenge that impacts many people. Think about issues that matter to you, and where you believe change is needed. Once you've identified your problem, you'll apply the Design Thinking steps to solve it. As you move through each phase, you'll learn different methods and tools to help you along the way.

From conducting interviews in the Empathize stage to sketching ideas in Ideate and building real models in Prototype, every step will be a hands-on experience. This workbook is designed to guide you, but remember: Design Thinking is a flexible process. There are no right or wrong answers, only opportunities to learn, iterate, and improve your ideas. Your creativity, curiosity, and willingness to try new things will be the keys to success. Let's get started on this exciting journey toward becoming problem-solvers and innovators!

Identifying problem contexts around us

Now that you're ready to start your Design Thinking journey, the next step is to identify a problem context—an issue or challenge that you want to address. Think of the world around you—your school, your neighborhood, your city, or even the world at large. Everywhere, people face different types of challenges, and as a designer, your task is to find a problem that resonates with you. This is the starting point of every great innovation: the recognition that something could be improved.

Look for areas where people experience difficulties or frustrations. You could observe situations where resources are not used efficiently, where systems or processes could be better, or where people's needs aren't being met. The problems you choose don't have to be large or complicated. In fact, even simple challenges can lead to meaningful solutions.

To help you think about potential problem contexts, here are some examples of challenges you might consider:

Designing by Impact: Problem Areas Where New Solutions Are Designed

1. School Environment

Classroom Layout: Are the desks and chairs arranged in a way that helps students learn? Could the setup be more inclusive or collaborative?

Waste Management: How is waste (like paper or plastic) handled in your school? Could there be better systems for recycling or reducing waste?

Stress and Time Management: Are students feeling overwhelmed with homework and exams? Could there be a better way to balance academic and personal life?

Over Weight of School Bags: Student Carry A Huge Weight Of School Bags Everyday and Often get Tired

2. Community and Public Spaces

Playground Safety: Is there a way to improve the safety or accessibility of playgrounds for children in your community?

Transportation: Are there traffic issues in your area that cause delays or danger? Could public transportation be improved?

Public Cleanliness: Is litter a problem in your neighbourhood? How could you encourage more people to keep public spaces clean?

4. Health and Well-being

Mental Health Support: Is there a need for better mental health resources for students or young people? What kinds of solutions could make it easier for them to get help?

Healthy Eating: Are there problems related to unhealthy eating habits? How could you encourage healthier food choices in schools or homes?

Physical Activity: Could you create a way to motivate people to be more physically active, especially if they lead sedentary lives?

From Empathy To Execution: Design Thinking in Action

1. Empathize:

Purpose : The Empathy phase is essential because it helps you truly understand the people you are designing for. You can't solve a problem without first seeing it from the perspective of those affected. This step allows you to gain insight into their needs, emotions, and the challenges they face. By empathizing, you uncover critical information that will help you create solutions that are meaningful and impactful.

Methodology : To effectively empathize with users, you can use several methods to gather insights about their experiences and challenges:

- **Observation:** Watch how people interact with their environment or deal with problems. Look for patterns or behaviors that tell you about their needs.

- **Interviews:** Talk to the people who are directly affected by the problem. Ask open-ended questions to learn about their experiences, struggles, and desires.

- **Surveys and Questionnaires:** Use structured questions to gather data from a larger group of people. This can give you both quantitative and qualitative insights.

- **Immersive Experiences:** Put yourself in the shoes of your users. For example, if you're designing for people with mobility challenges, try navigating public spaces using a wheelchair.

Activity 4.1

Activity: Applying Empathy Techniques

Objective: Use empathy techniques to better understand your problem context and the people it affects.

<u>Step 1:</u> *Identify your user group*

Who are the people affected by the problem you've chosen? Write down key details such as their age group, lifestyle, and daily challenges.

<u>Step 2:</u> *Choose an empathy method*

Choose one or more empathy techniques: Observation, Interview, or Survey/ Questionnaire. Write down why you've chosen this method.

Step 3: ***Apply your method***

- If you're doing Observation, spend some time watching how people deal with the problem in real life. Write down what you observed.
- If you're doing Interviews, list 3-5 key questions you'll ask people. Afterward, summarize their responses.
- If you're using a Survey or Questionnaire, create 5-7 questions that explore the issue. Collect responses and analyze the results.

Step 4: ***Reflect on what you learned***

How did the empathy method help you understand your users' needs? Write a short reflection (3-5 sentences) on your key takeaways.

2. Define:

Purpose : The Define stage is crucial because it helps you narrow down the broad understanding you've gained in the Empathize phase. Here, you focus on clearly articulating the core problem. Defining the problem correctly is half the solution—it sets the stage for targeted ideation and problem-solving later on.

Methodology

Several methods can be used to define the problem effectively:

- **Point of View (POV) Statement**: Summarize the user's needs and the insights you've gained into a single, actionable statement. This POV will guide your solution.
- **Problem Framing:** Reframe the problem to get to its root cause, ensuring that you focus on the underlying issues rather than just symptoms.
- **User Personas:** Create detailed descriptions of the typical users, including their needs, frustrations, and goals, which helps to keep the focus on real people.
- **Insight Clustering:** Organize the data and insights from the Empathy phase into meaningful groups, identifying patterns that can help clarify the problem.

Activity 4.2

Activity : Defining the Problem

Objective: Narrow down your problem context into a clear, actionable statement.

Step 1: ***Create a Point of View (POV) Statement***

Who is your user? What is their need? Write your POV statement: "[User] needs [need] because [insight]."

Step 2: ***Frame the Problem***

Reframe the problem based on the empathy work you've done. Is the issue larger or smaller than you originally thought? What's the core problem behind the symptoms you observed?

Step 3: ***Create a User Persona***

Build a simple user persona based on the interviews or observations you've conducted. Include the user's name, age, occupation, and key challenges.

Step 4: ***Reflect on your Problem Statement***

Write down your final problem statement. What specific issue will you be solving?

3. Ideate:

Purpose : Ideation is necessary because it allows you to generate a wide range of ideas and solutions. This step is about pushing the boundaries of your thinking, avoid the trap of settling on the first idea that comes to mind. The more ideas you generate, the more potential solutions you can explore, refine, and develop.

Methodology

Here are some common ideation techniques:

- **Brainstorming:** Get creative! Write down as many ideas as possible without judging or filtering them. Aim for quantity, not quality.
- **Mind Mapping:** Create a visual map of your ideas, starting with the problem in the center and branching out with possible solutions.
- **SCAMPER:** A structured brainstorming method where you ask: Can I Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, or Reverse the idea?
- **Brainwriting:** Instead of verbal brainstorming, everyone writes down their ideas individually, which can lead to more diverse and less biased suggestions.

Activity 4.3

Activity: Generating Ideas

Objective: Generate a range of creative solutions for your problem statement.

Step 1: ***Brainstorm***

Set a timer for 10 minutes and list as many solutions to your problem as possible. Don't hold back—write down anything that comes to mind, no matter how wild or impossible it seems.

Step 2: ***Mind Map***

Take your problem and write it in the center of a page. Draw lines branching out to different ideas and build on each one. Try to generate at least 10 branches from the central problem.

Step 3: ***SCAMPER***

Choose one of your ideas and apply the SCAMPER method. Can you modify or adapt it in any way to improve the solution?

Step 4: ***Choose Your Best Ideas***

Look at all the ideas you've generated. Which ones seem the most promising? Circle your top three ideas to develop further.

4. Prototype:

Purpose : Prototyping is essential because it allows you to bring your ideas to life in a tangible form. By creating a simple version of your solution, you can test and explore how it works in the real world. Prototyping helps you identify potential problems and opportunities for improvement before investing too much time and resources in development.

Methodology

Several methods exist for creating prototypes:

- **Sketching:** Draw a basic representation of your solution. This could be a product design, a layout, or a flowchart of a system.
- **Modeling:** Create a physical model using materials like cardboard, clay, or everyday objects.
- **Wireframing:** If your solution is digital, create a wireframe or mock-up of the interface.
- **Storyboarding:** Draw a sequence of events that shows how a user would interact with your solution.

Activity 4.4

Activity: Building a Prototype

Objective: Create a simple, tangible prototype of your solution.

Step 1: ***Sketch your Idea***

Create a detailed sketch of your idea. Include labels to explain how it works.

Step 2: ***Build a Simple Model***

Using available materials (paper, cardboard, or clay), create a basic model of your solution. It doesn't need to be perfect—focus on capturing the core idea.

Step 3: ***Test it Out***

Show your prototype to at least one person and ask them for feedback. What works? What could be improved? Write down their thoughts.

Step 4: ***Reflect***

What did you learn from building and testing your prototype? How would you improve your solution based on this experience?

5. Test:

Purpose : Testing is crucial because it allows you to gather feedback and refine your solution before finalizing it. Testing helps ensure that your solution meets the users' needs and functions as intended. It also reveals any potential issues that you might not have considered during the design phase.

Methodology

Some common methods for testing include:

- **User Testing:** Have real users interact with your prototype and observe their reactions.
- **Surveys/Interviews:** After users interact with your prototype, ask them for detailed feedback.
- **A/B Testing:** If you have multiple versions of your solution, test them with users to see which performs better.
- **Iterative Testing:** Repeat the testing process multiple times, refining your prototype after each round based on user feedback.

Activity 4.5

Activity: Testing Your Prototype

Objective: Test your prototype with users and gather feedback to refine your solution.

Step 1: ***Test your Prototype with Users***

Identify 2-3 people who represent your target users. Ask them to use or interact with your prototype. Pay close attention to how they use it, what steps they take, and any difficulties or confusion they experience. Take notes on their actions and reactions.

Step 2: *Gather Feedback*

After the users have interacted with your prototype, ask them a few key questions to gather detailed feedback.

Use questions like:

- What did you like about the prototype?
- What challenges or difficulties did you encounter while using it?
- How could this solution be improved to better meet your needs?

Write down their responses, noting any common themes or recurring suggestions.

Step 3: *Analyze the Results*

Review the feedback you've gathered. Were there any patterns in what the users liked or found challenging? Did more than one person point out the same issue?

Write a brief analysis (3-5 sentences) summarizing the most important insights from the feedback.

Step 4: *Iterate and Improve*

Based on the feedback, make improvements to your prototype. Write down the changes you plan to make and explain how each change will address the issues raised during testing.

Step 5: *Reflect on the Testing Process*

How did testing your prototype help you improve your solution? Did any surprising insights emerge?

Write a short reflection (3-5 sentences) on what you have learned during this testing phase and how it will shape your final design.

After completing the workbook activities for the Test stage, you must engage with the feedback loop, refine your solutions, and reflect on the testing process.

Certainly! we will add a 6th step, Implement, to the Design Thinking process. Here's the content for this step, following the same structure as the previous ones:

6. Implement / Execution

Purpose : The Implementation phase is where your design moves from concept to reality. After testing and refining your solution, the final step is to execute it in the real world. This stage is crucial because it allows your solution to make an actual impact. It's not enough to come up with a great idea—you must ensure that it can be successfully applied and sustained in the intended environment. Implementation involves putting your solution into action, monitoring its success, and making adjustments as needed to ensure long-term effectiveness.

Methodology

To successfully implement a solution, you need to consider several important aspects:

- **Pilot Testing:** Start by rolling out your solution on a small scale to test its effectiveness in a real-world setting. This allows you to gather additional feedback and make adjustments before scaling up.

- **Planning and Scheduling:** Create a clear plan for how and when the solution will be implemented. This includes timelines, roles, and resources needed for execution.

- **Resource Allocation:** Identify what resources (e.g., materials, people, technology) are needed to successfully implement the solution.

- **Feedback Loops:** Even after implementation, it's important to continue gathering feedback to improve and sustain the solution. Ongoing evaluation ensures that your solution continues to meet users' needs over time.

Activity 4.6

Activity: Implementing Your Solution

Objective: Plan and execute the implementation of your solution in the real world.

<u>Step 1:</u> *Create an Implementation Plan*

Write down the specific steps you need to take to implement your solution. Consider factors such as:

- Who will be involved?
- What materials or resources do you need?
- What are the key milestones or deadlines?

"To implement my solution to reduce school waste, I will first meet with the school administration to present the recycling program. Next, I will organize a student volunteer team and place recycling bins in key locations."

<u>Step 2:</u> *Pilot Test your Solution*

Before full-scale implementation, try a smaller version of your solution. If you're introducing a new system, tool, or process, test it with a smaller group of users. Write down what you hope to learn from this pilot test and how you will measure its success.

Step 3: ***Monitor the Implementation***

As you implement your solution, keep track of its progress. Are there any challenges you didn't anticipate? Write down what's working well and what isn't. Make note of any additional changes or adjustments you need to make as you go.

Step 4: ***Gather Feedback***

Continue gathering feedback from users during the implementation process. Ask users:

- How well is the solution working in practice?
- Are there any issues or improvements needed?

Summarize the feedback you receive and note any changes you plan to make based on it.

Step 5: ***Reflect on the Implementation***

Write a short reflect (3 - 5 sentences) on your experience with implementing the solution. What did youlearn? How did it feel to see your idea come to life? What could you do next to ensure the solution continues to be effective over time?

TAKE AWAY

The Implement phase completes the Design Thinking process, ensuring that you should not only design but also apply and sustain your solutions in the real world. This step actually encourages us to think practically about making an actual difference with our ideas.

Problem-Solution Examples

Problem 1- School Environment

1. **Waste Management:** How is waste (like paper or plastic) handled in your school? Could there be better systems for recycling or reducing waste?

   Empathize : To understand the challenges faced in waste management at school, Conduct informal observations and discussions with students, teachers, and staff.

Key Insights:

1. **Students:**

- Lack of awareness about proper waste segregation.
- Many feel recycling is confusing or not accessible.
- No clear incentives to recycle or reduce waste.

2. **Teachers:**

- Concerned about paper waste from worksheets and classroom supplies.
- Limited tools to encourage students to participate in waste management.

3. **Support Staff:**

- Struggle to manage mixed waste due to improper segregation by students.
- Lack of proper labeling on bins causes confusion.

Challenges Identified:

- Lack of awareness and engagement among students.
- Absence of clearly labeled and strategically placed recycling bins.
- Paper and plastic waste are not segregated effectively.
- There are no incentives or campaigns to motivate participation.

Define

The specific problem to solve is:

"How can we encourage students, teachers, and staff to reduce waste and segregate recyclable materials effectively, in a way that is engaging, practical, and easy to implement?"

Ideate

1. Color-Coded Recycling Stations:

- Set up well-labeled bins with distinct colors for paper, plastic, and general waste in classrooms, hallways, and cafeterias.

2. "Green Points" Reward System:

- Students earn points for recycling and waste reduction activities (e.g., segregating waste properly, reducing paper usage). Points can be redeemed for rewards like extra library time, certificates, or small prizes.

3. Awareness Campaign - "Waste Warriors":

- A student-led group to create posters, presentations, and fun challenges to educate peers about recycling and waste reduction.

4. Recycling Art Corner:

- Encourage students to create artwork or functional items (e.g., pen holders, decorations) using waste materials like paper and plastic.

5. Digital Submissions for Assignments:

- Reduce paper waste by promoting the use of digital platforms for assignments and tests.

6. Compost for Cafeteria Waste:

- Introduce compost bins for organic waste generated in the school cafeteria.

Prototype

1. Set Up Color-Coded Recycling Bins:

- Bins in key areas: classrooms, cafeteria, and hallways.
- Labels and visual cues (pictures/icons for younger students).

2. Launch the "Green Points" Reward System:

- Points awarded when students:
- Use recycling bins correctly.
- Reduce paper usage by submitting digital work.
- Participate in waste awareness activities.

3. Start a "Waste Warriors" Club:

- A group of enthusiastic students who will lead:
- Posters and campaigns to educate peers.
- Fun challenges like "Reduce Your Waste Week."

4. Monthly Awareness Activities:

- Recycling art competitions, workshops, and "spot the waste hero" rewards for consistent participation.

Test

To test the solution:

1. **Implement a pilot program in one or two grades for a month:**

- Place labeled bins in classrooms and cafeteria.
- Track waste segregation progress (e.g., using support staff feedback).
- Run awareness sessions and reward the most engaged class.

2. **Gather feedback from:**

- Students: Are the bins easy to use? Do rewards motivate them?
- Teachers: Is it manageable within the school day?
- Support Staff: Has waste segregation improved?

3. **Monitor progress:**

- Measure reduction in mixed waste through visual inspection or weight tracking.

Implement / Execute

1. Approval and Budget: Present the plan to school authorities for approval and small funds (e.g., for bins, posters, and rewards).
2. Phased Roll-Out: Start with younger grades and expand to the whole school after successful testing.
3. Student Involvement: Waste Warriors club to lead awareness campaigns and monitor progress.
4. Rewards and Recognition: Celebrate achievements monthly to keep students engaged.

Problem 2: Community & Public spaces

Transportation: Are there traffic issues in your area that cause delays or danger? Could public transportation be improved?

Empathize

1. Identify Transportation Challenges

In my city, traffic congestion during peak hours causes major delays, stress, and environmental pollution. The main issues include:

- Overcrowded roads due to the increasing number of personal vehicles.
- Inefficient public transportation systems (buses running late or not matching demand).
- Lack of safe cycling paths and pedestrian-friendly infrastructure.

2. **Observations and Interviews**

- Observed long lines of cars during morning and evening hours.
- Interviewed students, parents, and office-goers to understand their daily struggles:
- Students complained about being late for school because buses are unreliable.
- Parents said they prefer personal vehicles due to poor public transport.
- Workers noted frustration due to traffic delays affecting productivity.
- Key takeaway: Public transport is underused because it is inconvenient, while personal vehicles add to congestion and pollution.

Define

Problem Statement: "The lack of efficient and sustainable public transport options leads to increased use of personal vehicles, causing severe traffic congestion, delays, and environmental pollution during peak hours."

Impact on Daily Life:

- Students arrive late for school or tuition, disrupting learning schedules.
- Office-goers waste valuable time in traffic, increasing stress and reducing productivity.
- Rising pollution levels affect health and contribute to climate change.

Ideate

Here are practical, sustainable, and creative ideas to solve the problem:

1. **Smart Bus Systems**

- Introduce more frequent buses during peak hours with real-time tracking apps to improve reliability.
- Implement dedicated bus lanes to bypass traffic.

2. **Carpooling Initiatives**

- Develop an app or school-based system to encourage carpooling among students and office workers.
- Reward carpoolers with incentives like parking discounts.

3. **Promote Cycling and Walking**

- Create safe cycling lanes and pedestrian-friendly sidewalks.
- Set up a bike rental system near schools, colleges, and offices.

4. **Electric Shuttle Services**

➦ Launch small electric shuttle vehicles on fixed short routes for students and local commuters.

5. **Awareness Campaigns**

➦ Promote public transport use and sustainable travel through community workshops and social media campaigns.

Prototype

Chosen Solutions:

1. **Smart Bus System:**

➢ **Sketch:**

- ➦ Dedicated bus lanes clearly marked on major roads.
- ➦ App interface showing bus arrival times, routes, and capacity.

➢ **Features:**

- ➦ Sensors installed on buses to provide real-time updates.
- ➦ Increased bus frequency during peak hours (every 5-10 minutes).

2. **Carpooling System:**

➢ **Sketch:**

- ➦ Mobile app interface to match users with similar routes and schedules.

➢ **Features:**

- ➦ Input school/office locations, timings, and find compatible carpool partners.
- ➦ Rewards like fuel vouchers or free parking for regular users.

Test

Feedback on Prototypes:

➦ Conducted a survey with students, parents, and office workers:

➦ 80% found the bus system with real-time tracking highly beneficial.

➦ 65% were willing to try carpooling if rewards or incentives were provided.

Effectiveness:

➦ Reduced travel time by up to 30% with buses using dedicated lanes.

- Increased willingness to use public transport with improved reliability.

Challenges:

- Some concerns about the cost of implementing dedicated bus lanes and ensuring app usability.

Implement

Realistic Plan for Integration:

1. **Phase 1: Pilot Implementation**

- Test dedicated bus lanes on two busy routes for three months.
- Launch a simple carpooling program in schools and offices through awareness campaigns.

2. **Phase 2: Expansion**

- Roll out dedicated lanes city-wide and develop the Smart Bus App for real-time updates.
- Add bike rental stations and cycling lanes.

3. **Sustainability:**

- Electric shuttle buses powered by solar energy reduce emissions.
- Carpooling and cycling cut down fuel use and pollution.

4. **Accessibility:**

- Affordable public transport options make it accessible to all.
- User-friendly apps and awareness programs ensure ease of adoption

Conclusion

By implementing a Smart Bus System and promoting carpooling along with cycling infrastructure, we can tackle traffic congestion and delays while promoting sustainability.

Problem 3 : Health & Well-being

1. **Mental Health Support**- Is there a need for better mental health resources for students or young people? What kinds of solutions could make it easier for them to get help?

Empathize

We began by understanding the needs and challenges faced by young people regarding mental health.

Interviews/Surveys:

We conducted interviews and surveys to ask students how they feel about discussing mental health.

This helped us identify the main barriers to seeking help, such as stigma, lack of resources, and limited awareness.

Observations:

We closely observed behavioral patterns, noting common signs of stress during exams or instances of social withdrawal. We also explored how students currently cope with mental health challenges.

Insights:

From our research, we found that:

- Students often hesitate to seek help due to a fear of judgment.
- Many students are unaware of the resources available to them.
- Schools lack trained mental health staff to address these concerns effectively.

Define

Based on our findings, we defined the problem:

Problem Statement:

"Students need accessible, judgment-free mental health support and resources that are affordable and easy to use."

Ideate

We brainstormed various solutions to address the identified challenges:

- Peer Support Programs: Train select students to act as "mental health buddies" who can provide basic emotional support.
- Digital Support Groups: Develop moderated online chat groups where students can share their feelings and seek advice anonymously.
- Mental Health Corners: Create quiet, designated spaces in schools equipped with tools like suggestion boxes, mood journals, and stress-relief activities.
- Short Weekly Workshops: Conduct 15-20 minute interactive workshops on stress management and emotional well-being.
- Mobile App or Hotline (Low-Tech): Provide students with a basic mobile app or text-based hotline to seek professional guidance anonymously.

Prototype

After evaluating the solutions, we chose to combine the Peer Support Program with Mental Health Corners for the following reasons:

- Peer Support: Encourages students to communicate with relatable peers, creating a safe and supportive environment.

- Mental Health Corners: A physical presence within the school helps normalize seeking help and provides immediate access to tools and resources.
- This approach is low-cost, easy to implement, and scalable.

Prototype Details:

- We selected 2-3 students from each grade and trained them with basic mental health first aid.
- Training included role-playing, empathetic listening, and identifying when to escalate issues to teachers or professionals.
- We set up dedicated, quiet spaces with comfortable seating.
- Resources included journals, stress balls, and information pamphlets on managing anxiety and seeking help.
- A suggestion box was also provided for students to share anonymous concerns.

Test

We piloted the program for one month in a selected school to test its effectiveness.

- We collected feedback through surveys from students, peer buddies, and teachers.
- Outcomes were tracked to measure:
- An increase in students reaching out for help.
- A reduction in stress-related incidents.

Implement

Based on the success of the pilot program, we developed a scale-up plan:

1. **Community Engagement:**

- We partnered with local NGOs and healthcare providers for additional support.
- Parent-teacher meetings were utilized to promote awareness and encourage participation.

2. **Resource Management:**

- Peer training sessions were conducted with the help of volunteers or mental health professionals.
- Mental health corners were equipped using donated supplies.

3. **Monitoring:**

- Teachers were assigned to oversee the program's implementation and progress.
- We scheduled quarterly review meetings to adapt and improve the program based on ongoing feedback.

5 Innovation and Creativity:

Think Outside the Box

N6D1Z1

Learning Outcomes

After studying this chapter, learners will be able to:

- What creativity and innovation really mean
- How to find problems and turn them into ideas
- Real stories of young innovators like YOU
- Fun activities to activate your imagination
- How to become a "box-breaker" — someone who doesn't just think differently, but acts on it!

Creativity

Creativity means using your imagination to come up with new ideas.

Innovation

Innovation means taking action on those ideas — turning them into real things that help people.

Creativity is thinking: *"What if umbrellas have fans inside to cool us?"*
Innovation is building it with cardboard, tape, and a battery fan!

They're like a superhero team:

- Creativity is your superpower brain
- Innovation is your superpower hands

Together, they help you create magic.

- So... What's "Thinking Outside the Box"?

It means looking at a problem differently — in a way that no one else has before.

Instead of saying, "That's how it's always done..."

You say, "Wait! What if we try something new?"

Case Study

Imagine you love snacks. Everyone sells chips and chocolates at school.

But YOU think...

"What if I make a Healthy Snack Box — with fruits, nuts, and one surprise toy inside?"

That's creativity.

Now you actually make 5 boxes, show them to your friends, and sell them during recess. That's innovation!

You just turned a fun idea into a real mini-business.

➢ Let's Play: "This or That?"

Which one shows creativity?

1. Selling the same chips in a tuck shop
2. Creating snacks that change colour when sprinkled with lemon?

(Answer: #2 — because it's new, fun, and unexpected!)

Story 5.1 – Let's get inspired by Indian Innovator Story: Gitanjali Rao

At just 15 years old, **Gitanjali Rao** invented a device to detect lead in drinking water. She saw a big problem — unsafe water — and used science and imagination to solve it.

She became TIME's Kid of the Year!

Moral? You don't need to wait to grow up to be an innovator.

Story 5.2 - Scence from 3 Idiots Movie

Remember Rancho in 3 Idiots?

He fixed a fan with a spoon.

He taught his friends to learn by doing. He even helped in delivering a baby using a webcam and vacuum!

Rancho showed us: Real learning = creative thinking + smart doing.

He didn't just memorize — he imagined, experimented, and created.

Activity 5.1

"Invent a Solution"

How is Rancho different from a normal student? What can YOU learn from him?

1. **Think of a Problem:** Something in school, home, or your city.

   Examples:

- Carrying heavy school bags
- Wasting food in the lunchroom
- Pets getting lost in your colony

2. **Create a Fun Solution Idea:** Draw or describe your invention. It can be simple or silly — that's okay!
3. **Give it a Cool Name:** Like "Bag-Lite" (a backpack with wheels and solar light) or "Food Buddy" (an app to share extra lunch).
4. **Share It With the Class!**

➢ Story of Mitticool: The Clay Fridge That Changed Lives

Story 5.3 - Let's get inspired by Meet Mansukhbhai Prajapati

Mansukhbhai was a simple man from a small village in Gujarat. He came from a family of traditional potters — people who made clay pots and utensils by hand. He didn't go to a big engineering college or study business. But he had one thing that made him special:

➢ He observed people's problems and thought differently.

A Disaster That Sparked an Idea

In 2001, a terrible earthquake shook Gujarat. Many people lost their homes — and their refrigerators. Mansukhbhai saw one woman crying because her clay pot of water was broken, and she had no way to keep food cool.

That made him think:

➢ "Can I make a fridge out of clay — something cheap, that works without electricity?"

Most people would have laughed or given up. But Mansukhbhai was different. He believed in his idea, even if it sounded "crazy."

A refrigerator made entirely of clay that runs on no electricity!

How Does It Work?

- It uses evaporation to keep things cool (like how water keeps a matka cold).
- The top holds water, which slowly drips down the sides.
- The clay body allows heat to escape, keeping vegetables fresh for 4–5 days.
- It keeps food cool naturally — just like a modern fridge but eco-friendly and low-cost!

Why Is This Creative?

Mansukhbhai:

- Solved a real-world problem
- Used traditional knowledge (pottery) in a new way
- Created a product that helps poor families
- Mixed old skills with new thinking

This is true innovation — not needing fancy machines, just a sharp mind and a big heart.

Mitticool Today

- Sold in over 20 countries
- Costs less than ₹4,000 (vs ₹15,000+ for electric fridges)
- Showcased in museums and science expos
- Praised by Dr. A.P.J. Abdul Kalam, who called it "a fridge for the poor"

Mansukhbhai also created:

- Clay water filters

- ➢ Non-stick clay cookware
- ➢ Clay water bottles

He turned mitti (mud) into magic!

Reflection Questions

1. **Why do you think Mansukhbhai's idea worked?**
2. **Have you ever thought of solving a problem at home using simple materials?**
3. **What would you invent for people who don't have electricity?**

Activity 5.1

Design Your Own Eco-Friendly Invention!

» Use cardboard, paper, clay, or recycled materials

» Think of a problem people face in villages

» Create a model of something that can help — with NO electricity!

You can build:

- ➢ A solar cooker
- ➢ A water purifier
- ➢ A wind-powered fan
- ➢ Or your very own mitti invention!

TAKE AWAY

Creativity is not about big labs or fancy degrees. It's about seeing problems, using your heart and brain — and doing something about it.

Just like Mansukhbhai, you can take what you know and build something the world has never seen.

DID YOU KNOW?

Some of the coolest inventions were made by kids!

Inventor	Age	Invention
Louis Braille	15	Braille reading system for the blind
Gitanjali Rao	15	Water contamination detector
Param Jaggi	17	A device to reduce car pollution

So if you're 10, 12, or 14 — YES, you can invent too!

"Every big invention began as a small idea in someone's mind — just like yours."

You don't need to be a scientist or CEO. You just need to look around, think different, and try something new. Because the world doesn't need more followers. It needs more creators like YOU.

Quick Recap:

Term	Meaning	Example
Creativity	New ideas	A backpack that folds into a chair
Innovation	Using ideas to make real things	Making and selling that backpack
Think Outside the Box	Solve problems in unique ways	Turning waste into art supplies

6 Financial Literacy

H4E8Y1

Learning Outcomes:

After studying this chapter, learners will be able to:

- Understand the concept of Finance
- Understand the basic financial concepts
- Appreciate the need for financial planning
- Identify various investment avenues
- Recognise various sources of raising fund
- Apply the financial concepts in day to day life for taking financial decisions

DID YOU KNOW?

Surveys reveal that only 27 percent of India's population is financially literate. Additionally, only 16.7 percent of Indian students have a basic understanding of finance and money management.

Opening case "Money Matters" ?

Presha, a 14 years old girl, loved solving problems and dreaming big. One day, she noticed something troubling—her friend Nipun had to stop school because his parents couldn't afford the fees and other costs.

"Why does money stop kids from learning?" Presha wondered. "Isn't there a way to make things better?"

That evening, she asked her grandmother, "Dadi, why is money such a big deal in everything?"

Dadi smiled and replied, "Beta, money isn't just paper. It's a tool. It helps people build schools, hospitals, roads—and dreams. That's why finance is important."

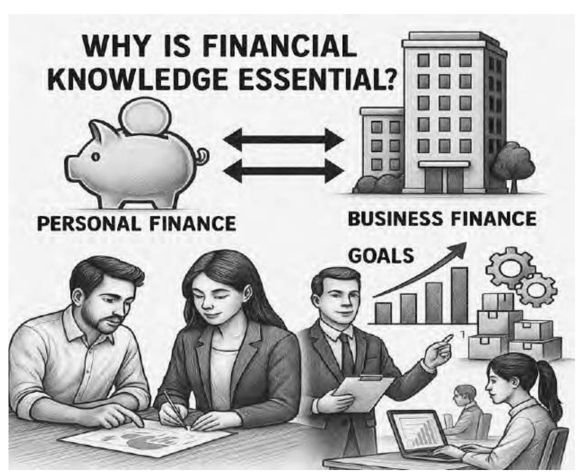
The conversation between Presha and her Dadi highlights an important point: money is essential to acquire resources, and these resources are used to meet the needs and wants of individuals in daily life. Since finance plays such a vital role, it's important to understand where money comes from, how to determine the amount needed for various activities, how to use the funds effectively, and—more importantly—how to grow those funds over time. Managing and growing financial resources is a key to achieving both short-term goals and long-term stability.

What Is Financial Literacy

The term "financial literacy" originally emerged from NatWest Bank-commissioned report for the National Foundation for Educational Research (NFER) in 1992 (Coben, Dawes and Lee, 2005). It entails intimate knowledge of financial concepts such as savings account, compound interest, financial planning, credit card mechanics, advantageous savings methods, consumer rights, time value of money as well as the knowledge of making proper decisions about certain personal finance areas such as real estate, insurance, investing, saving, tax planning, and retirement

Financial literacy is a weapon in the hands of individuals to improve their financial status and well-being by making informed decisions in creating household budgets, saving plans, managing debt, planning for life cycle needs, and dealing with unexpected emergencies without incurring unnecessary debts (Lusardi and Mitchell, 2011; Lusardi, 2019). In India, this form of financial literacy is vital for increasing financial inclusion and financial stability among disadvantaged households. A financially literate person may make good use of financial products and services (Joshi, 2013; ADB, 2022). Likewise, financially knowledgeable consumers can endure adverse economic times because they have saved enough money, purchased insurance, and diversified their investments (Lusardi & Mitchell, 2014).

It is clear why financial knowledge is essential. Whether it is managing personal finances or overseeing the finances of a business, a solid understanding of financial concepts is crucial. Every business operates with specific goals, and achieving these goals requires the execution of various activities. To carry out these activities, both physical and human resources are needed—and acquiring these resources requires finance.



In this chapter, over the next few days, we will explore fundamental financial concepts such as income, savings, expenses, costs, investment, profit, return, and budgeting. We will also delve into key aspects of business finance, including cost structures, pricing strategies, financial planning, and core financial decisions—particularly financing and investment decisions.

Activity 6.1

Introspection, estimation and analysis (10 minutes)

- Ask every student to estimate and list down the household expenses for a month.
- After listing down the household expenses, students should figure out the total expenses of a month
- Now students need to estimate and list down the amount earned by the family in a month from various sources (Salary/Rent/Interest/Profit)
- Now students will compare the total expenses with the amount received, and see whether it results in surplus or deficit.
- Students will also list down the ways in which surplus/deficit is managed

Presentation, discussion and reflection (10 minutes)

- Teacher will ask few students to share the data related to various expenses, income, surplus/deficit etc.
- After listening to the responses the teacher will introduce the concept of need,wants, income,savings,Investment, budgeting etc.

Concepts

Need

Meaning: A need is something essential for survival and daily life.

Examples: Food, water, clothing, shelter, basic healthcare, education.

Want

Meaning: A want is something you desire but is not essential for survival.

Examples: Fancy clothes, video games, eating out, latest mobile phone.

Income

Meaning: Income is the money a person earns or receives regularly.

Examples: Salary, business profits, rent from property, interest from savings.

Expense

Meaning: Expense is the money spent to buy goods and services.

Examples: Grocery bills, electricity bill, transport costs, entertainment.

Savings

Meaning: Savings are the part of income that are not spent and kept aside for future use.

Formula: Savings = Income – Expenses

Examples: Money kept in a bank, piggy bank, or invested for the future.

Investment and Its avenues:

Investment

Meaning: Investment is the act of putting money into assets or projects to earn a profit or generate income over time.

Common Investment Options:

- **Bank Fixed Deposits (FDs)**
- **Stock Market (Shares)**
- **Mutual Funds**
- **Real Estate (Property)**
- **Gold or Silver**
- **Public Provident Fund (PPF)**

Purpose of Investing:

- **Grow wealth over time**
- **Beat inflation**

- **Achieve financial goals (education, house, retirement)**
- **Generate passive income**

Budgeting

Meaning: Budgeting is the process of planning how to spend your income. It helps you manage your money by balancing income, expenses, savings, and investments.

Key Features:

- Helps to track where your money goes?
- Prevents overspending.
- Ensures savings and money for future goals.
- Encourages responsible financial habits.

Example:

If your monthly income is ₹20,000, you might budget:

- ₹8,000 for needs (rent, groceries, bills)
- ₹5,000 for wants (shopping, eating out)
- ₹4,000 for savings
- ₹3,000 for investments

CASE 2

"The Lemonade Stand Lesson"

Characters:

Riya – A smart, curious 13-year-old girl

Arjun – Riya's best friend, creative and enthusiastic

Mrs. Sen – Their wise and friendly school teacher

Scene 1: The Idea

One sunny afternoon, Riya and Arjun were walking home from school, tired and thirsty.

Riya said, “Wouldn’t it be great if we have a cold drink right now?”

Arjun replied, “Let’s set up a lemonade stand! We can make money and learn something cool!”

Excited, they agreed to start the business on Saturday.

Scene 2: Planning of the Stand

They wrote a list:

» Lemons – ₹ 50

» Sugar – ₹ 40

» Cups – ₹ 60

» Poster for marketing – ₹ 30

Total = ₹ 180

But Riya had only ₹ 100, and Arjun ₹ 50. They were short.

That is when they realized: **“Money management is the first step to starting anything!”**

Scene 3: Asking for Help

They went to Mrs. Sen, their school teacher, and told her the plan. She smiled and said:

“This is a perfect example of why understanding finance is important. You’re already facing budgeting, saving, investing, and even marketing!”

She gave them a small loan of ₹50 and told them they would need to pay it back once they make profit.

Scene 1: The Big Day

The lemonade stand was a hit! They sold 50 cups at ₹10 each. That's ₹500 in total! After paying off the expenses and Mrs. Sen's loan they divided the profit equally.

Discussion and reflection:

I want all of you to understand and analyze the above case for two minutes.

(after two minutes) : Can anyone share key observations?

Madam! They invested ₹180, they sold lemonade for ₹500, and their profit is ₹ 270.

Madam! Their expenses are ₹180 and their income is ₹500.

(To student 1) Well done. But you are partly correct. ₹270 is not their profit.

(To student 2) Great! But ₹500 is not their income. It is called Revenue and profit is excess of revenue over expenses i.e.

Profit= Revenue- Expense.

So their profit is ₹320.

Madam! What if they would have failed to raise additional ₹30.

That's a good question.

If they would have failed to raise additional ₹30, either they would have dropped the idea or scale it down.

But from this, one thing is very clear to us, without finance no business can survive. Finance for a business is like blood in the human body.

Madam. Can you tell us some more options to raise funds for a business?

Sure.

Sources of funds

1. Personal Sources

- **Savings:** Money saved from personal income.
- **Friends and Family:** Borrowing or contributions from close contacts.
- **Personal Loans:** Loans taken from banks or financial institutions in personal capacity.

2. Internal Sources (For Businesses)

- **Retained Earnings:** Profits that a business keeps instead of distributing as dividends.
- **Sale of Assets:** Selling unused or old equipment, machinery, or property.

3. External Sources

- **Short-Term Sources (up to 1 year):**
- **Trade Credit:** Buying goods/services now and paying later.
- **Bank Overdraft:** Withdrawing more than the available balance in a current account.
- **Short-Term Loans:** Borrowed funds with a quick repayment schedule.

Long-Term Sources (more than 1 year):

- **Equity Capital:** Selling shares to raise money from investors.
- **Debentures/Bonds:** Borrowing money from the public with a promise to repay with interest.
- **Bank Loans:** Long-term loans from banks for fixed investments.

4. Venture Capital:

Venture Capital (VC) is a type of financing provided by investors to startups and small businesses that have high growth potential but also involve high risk.

Key Features:

- **Equity Investment:** Venture capitalists invest money in exchange for ownership shares in the company.
- **High Risk, High Return:** VCs invest in risky startups expecting high returns if the business succeeds.
- **Support Beyond Money:** VCs often provide mentorship, business advice, and industry connections.
- **Phased Funding:** Funds are usually provided in stages (called rounds) based on performance.

5. **Government Grants/Subsidies:** Funds provided by the government for specific purposes.

6. **Angel investors:** Angel investors are wealthy individuals who invest their personal money in startups and early-stage businesses, usually in exchange for equity (ownership).

Key Features:

» **Individual Investors:** Unlike venture capitalists (who are firms), angel investors are private individuals.

» **Early-Stage Focus:** They typically invest when the startup is just beginning or even before it launches.

» **Equity-Based:** They get a share in the business instead of expecting loan repayment.

» **Smaller Amounts:** Usually invest small amounts compared to venture capital firms.

» **Mentorship:** Often offer guidance, business advice, and industry contacts.

Teacher: We have discussed some common sources of funds. Now I want all of you to discover more about these funds and costs associated with each type of source.

Try yourself

Identify sources of funds used by any two business firms.

Activity 6.2

Cheque Filling

Materials Required

Print out of blank sample cheque, pen, pencil, Eraser

Steps:

- ✓ Explain the key parts of the cheque date, amount, pay to etc.
- ✓ Ask the students to fill a cheque in favour of his/her friend.

Concept of Financial market and it types i.e money market and capital market in the form of flow chart?

7 Legal Forms of Business

T6R1Q7

Learning Outcomes:

After studying this chapter, learners will be able to:

- Identify various forms of business organisations
- Compare various forms of business organisations
- Understand the legal provisions associated with different forms of business organisations
- Develop the basic understanding of IPR

Story 7.1 : Story of Ravi

Ravi, a sharp and tech-savvy student in his final year of college, had a deep interest in fixing electronic gadgets. While waiting for his final results to be declared, he began repairing mobile phones and laptops for friends and neighbors from his home.

Information regarding his reliable services and affordable rates spread rapidly. Encouraged by this positive feedback, Ravi started receiving more gadgets for repair than he had expected. Operating from home allowed him to keep his expenses low, and within a couple of months, he was earning nearly ₹3000 per week.

With this success, Ravi began to dream bigger. He wanted to open a small workshop and possibly hire one or two technicians to help him. However, to take his business to the next level, he needed more funds and better tools. His elder brother suggested forming a partnership with a college friend who also had experience in tech repairs. This way, Ravi could share the workload and pool in more capital.

At the same time, a local investor who noticed Ravi's growing popularity hinted that if Ravi registered a private limited company, he might consider investing in it in the future. This left Ravi confused — should he continue as a sole proprietor, take his brother's advice and form a partnership, or think long-term and register a company?

Discussion

After going through the story, I want all of you to think for a minute and suggest what should be done by Ravi.

I think Ravi should go for Sole proprietorship initially and later on he may convert it into partnership or company.

Well done!

Madam, in my opinion, instead of hiring a technician, he can ask his friend and join with him and form a partnership. This will reduce the cost in terms of salary to technicians.

Very good point.

Madam, to make a decision I need more information about Sole proprietorship , partnership, and company as I have no clue on these forms of business organization.

As of now, some of you have shared your opinion based on the information shared in the story. But to make a well informed decision one must have the complete information about the various forms of business organization and the criteria to make such a decision.

Let's know about the various forms of business organization in brief:

Sole Proprietorship

A **sole proprietorship** is the simplest and most common form of business ownership. It is owned and managed by a single individual.

Key Features

- **Single Owner:** One person owns and controls the business.
- **Easy to Start:** Minimal legal formalities and paperwork. No separate law exists for sole proprietorship.
- **Full Control:** The owner makes all decisions and keeps all profits.

» **Unlimited Liability:** The owner is personally liable for all debts and losses of the business.

» **Not a Separate Legal Entity:** The business and the owner are legally the same.

Suitable For :

» Small-scale businesses

» Low investment ventures

» People who want full control and quick decision-making

Examples :

» Local grocery shops

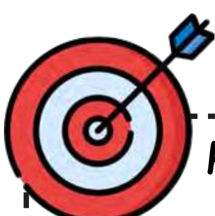
» Freelancers

» Small repair services

» Home-based artisans etc.

Partnership

A **partnership** is a form of business organization where two or more individuals come together to run a business and share its profits, losses, responsibilities, and decision-making. There is a separate act for the partnership in India known as The Indian Partnership Act 1932. Although the registration of a firm is not compulsory but is better to register a firm.



Key Features

➦ **Two or More Owners:** Usually formed by a small group (maximum 20 in most cases).

➦ **Shared Responsibility:** Partners contribute capital, share profits/losses, and manage the business jointly.

➦ **Agreement-Based:** Governed by a partnership deed outlining roles, profit sharing, and other terms.

➦ **Unlimited Liability:** Generally, partners are personally liable for the debts of the business.

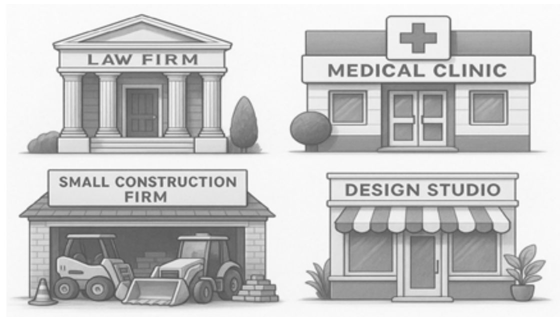
➦ **Not a Separate Legal Entity:** The business and partners are legally considered the same.

Suitability

- Medium-sized businesses
- Businesses needing shared skills and capital
- Ventures where trust and teamwork are strong

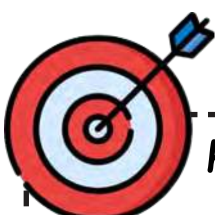
Examples:

- Law firms
- Medical clinics
- Small construction firms
- Design studios



Joint stock company

A **Joint Stock Company** is a legal business entity formed by a group of people to engage in commercial activities. It is **separate from its owners**, and operates under legal regulations



Key Features

- **Separate Legal Entity:** The company is distinct from its owners (called shareholders).
- **Limited Liability:** Owners are liable only to the extent of their investment.
- **Perpetual Succession:** The company continues even if owners change or pass away.
- **Requires Registration:** Must be registered under the Companies Act 2013.
- **Formal Structure:** Managed by a Board of Directors; decisions follow legal and procedural norms.

Types of Companies

- **Private Limited Company (Pvt. Ltd.)**
- **Public Limited Company**
- **One Person Company (OPC)**

Suitability

- Businesses needing large capital
- Startups looking for investment
- Long-term ventures with potential for expansion

Examples:

- Tech startups
- Manufacturing units
- Large retail chains etc.

Teacher Opening Question

Now you all know about the most common forms of business organization. Now let's know about some of the important factors that are considered in choosing a form of business organization.

Factors

Here's a comparative table for Sole Proprietorship ,Partnership ,and Joint Stock Company based on the parameters you've provided:

Comparative Table: Sole Proprietorship,Partnership, and Joint Stock Company

Parameter	Sole Proprietorship	Partnership	Joint Stock Company
Capital Requirements	Very low; usually personal savings. No minimum capital requirement.	Moderate; contributed by partners. Can be higher than sole proprietorship.	High; significant capital can be raised through the issuance of shares to the public.
Liability	Unlimited; personal assets are at risk for business debts.	Unlimited; partners are jointly and severally liable for business debts.	Limited; liability of shareholders is limited to the unpaid value of their shares.
Stability	Low; highly dependent on the owner's life and	Moderate; depends on the continued agreement	High; perpetual succession, meaning the

	health. The business may cease upon the owner's death or incapacitation.	and existence of partners. Dissolves upon death, retirement, or insolvency of a partner (unless specified otherwise in agreement).	company's existence is independent of its owners (shareholders) or management.
Continuity	Limited; business continuity is directly tied to the owner.	Limited; can be disrupted by changes in partnership (e.g., death, retirement of a partner) unless a strong partnership agreement is in place.	High; enjoys perpetual succession, meaning it continues to exist regardless of changes in ownership.
Scope and Expansion	Limited; depends on the owner's individual capacity and resources. Difficult to raise large capital for significant expansion.	Moderate; can expand with additional capital and expertise from partners. Still limited compared to a company.	High; can raise vast amounts of capital through share issuance, allowing for significant growth and expansion.
Legal Formalities	Very few; easy to set up with minimal registration and compliance requirements. May require basic business licenses.	Moderate; requires a partnership agreement (though not always legally mandatory to register, a written agreement is highly advisable). Registration may be required for certain types of partnerships.	High; involves extensive legal formalities, including incorporation, memorandum of association, articles of association, and various regulatory compliances.
Risk Factor	High; all business risks are borne solely by the owner, with unlimited personal liability.	Moderate to High; risks are shared among partners, but all partners still face unlimited liability.	Low for shareholders; risk is limited to their investment. The company bears its own risks.
Taxation	Profits are taxed as part of the owner's personal income (income tax).	Profits are taxed at a flat rate for the firm, and partners are taxed on their share of the profits. (May involve a flat rate for the firm and personal tax for partners on their income from the firm	Subject to corporate tax on its profits. Dividends distributed to shareholders may be subject to additional taxes (often referred to as "double taxation").

Discussion

Now we all know in brief about various common forms of business organizations and factors in choosing one best form of business organization, what would you suggest to Ravi.

(Responding promptly) Madam! Now Ravi has to carefully evaluate his goals, resources, and long-term vision to decide which business structure would best support his journey.

Well done!

Activity 7.1

Now to develop better understanding we all will interact(personally/telephonically/any other media) with one proprietor, one partner of a firm, shareholder of a company and discover more about the legality, registration process and functioning etc. We will share our experiences next week.

Sharing experiences, reflecting and learning from each other

Teacher will allow 3-4 students to share their experiences and will conclude the activity by sharing his/her experiences.

(As soon as the discussion ended) Madam! I want to ask one more question.

Please ask.

What if someone copies our business idea, product or services or technology used? What do we do then? Do we have any legal provisions related to this?

You raised a very important question. Yes. There is something called IPR (intellectual property rights). Let's know about it in brief.

IPR (Intellectual Property Rights)

Intellectual Property Rights (IPR) are legal protections granted to the creators, inventors, and businesses for their inventions, creative works, and brands. IPR helps safeguard the unique ideas, products, and processes that result from intellectual effort and innovation.

Types of IPR:

Feature	Patents	Copyrights	Trademarks	Industrial Designs
What it Protects	New inventions (products or processes) that are useful, new, and not obvious.	Original literary, dramatic, musical, or artistic works.	Symbols, names, logos, or slogans used to identify and distinguish goods or services of one company from another.	The visual appearance or ornamental features of a product (e.g., shape, pattern, color).
Use	Gives the inventor the exclusive right to make, use, sell, or import their invention. Prevents others from doing so without permission.	Gives the creator exclusive rights to reproduce, distribute, perform, display, or adapt their work.	Helps consumers identify products or services from a particular source. Prevents others from using similar marks that could confuse customers.	Protects the unique look of a product, making it recognizable and appealing to consumers.

Example	A new type of mobile phone battery, a new method for recycling plastic, a unique engine design.	A book (like Harry Potter), a song, a movie, a painting, a photograph, computer software.	The Nike "swoosh" logo, the word "Google," the McDonald's "Golden Arches."	The unique shape of an iPhone, the design of a car's body, the pattern on a fabric.
Duration (in India)	Generally **20 years** from the date of filing the application.	**Lifetime of the author + 60 years** after their death. For films, sound recordings, etc., it's 60 years from publication.	**10 years**, but can be renewed indefinitely (as long as it's still in use).	**10 years**, which can be extended by another 5 years (total 15 years).

Importance of IPR:

- **Protection:** Safeguards creators' and businesses' ideas and prevents unauthorized use.
- **Monetary Benefit:** Intellectual properties can be licensed or sold for financial gain.
- **Encourages Innovation:** Protects innovations and provides an incentive to invest in new creations.
- **Global Recognition:** Many countries recognize IPR, allowing creators to protect their work internationally.

Enforcement of IPR:

- IPR holders can take legal action against infringement (unauthorized use) of their rights in courts.
- National and international treaties (such as the TRIPS Agreement) help to ensure the protection of IPR across countries.

Activity 9.2

Find out two examples of each type of IPR and share with the class next week.

CONCLUSION

In this chapter we have developed our understanding on various important forms of business organization, factors in choosing one best form of business organization and brief knowledge on IPR.

8 Marketing For Startups

W5W8W6

Learning Outcomes:

After studying this chapter, learners will be able to:

- To understand the relevance of industry and competitive analysis to the market planning process.
- To describe the role of marketing research in determining marketing strategy for the marketing plan
- To illustrate an effective and feasible procedure for the entrepreneur to follow in engaging in a market research study.
- To define the steps in preparing the marketing plan.
- To explain the marketing system and its key components.
- To illustrate different creative strategies such as social media that may be used to differentiate or position the new venture's products or services.

https://www.exchange4media.com/advertising-news/hamara-bajaj-to-world-favourite=india-a-peek-into-bajaj-autos-advertising-journey-9428Zhtmo?hl=en-us

8.1 Case Study : Flipkart

The world of e-commerce is highly competitive, especially in a diverse and price-sensitive market like India. Flipkart, one of India's leading e-commerce platforms, has managed to capture massive attention and establish its annual "Big Billion Days" sale as one of the most anticipated sales events in the country. As e-commerce managers and pricing managers, understanding the intricacies of Flipkart Big Billion Days provides valuable insights into how brands can harness the power of discounts, promotions, and strategic pricing to create impactful e-commerce sales events.

The Key Takeaways

The success of Flipkart Big Billion Days provides a comprehensive playbook for businesses looking to create successful e-commerce sales events. The key takeaways are:

1. Leverage scarcity and urgency to drive immediate purchases.
2. Use pricing intelligence and analytics to set optimal discounts and forecast demand.

3. Form strategic partnerships with financial institutions and brands to offer additional incentives.
4. Adopt a mobile-first, omnichannel approach to ensure a seamless shopping experience.
5. Invest in influencer marketing and social media engagement to reach a wider audience and build social proof
6. Prioritize customer loyalty programs to turn one-time shoppers into repeat buyers.

Discussion:

Good morning, class! Today, we're going to discuss a powerful case study in the Indian e-commerce market — the Flipkart Big Billion Days sale. Can anyone tell me what makes this event so significant?

Is it because it's one of the biggest online sales events in India?

Exactly! It's a massive sales campaign that drives millions of transactions. Now, let's break down what makes it successful. One key strategy is the use of scarcity and urgency. Why do you think that works?

Maybe because people feel like they'll miss out if they don't buy quickly?

That's right — it creates FOMO, fear of missing out. When deals are limited by time or quantity, people act faster. What else does Flipkart do to set prices effectively?

Do they use pricing tools or data analysis?

Good insight! Flipkart uses pricing intelligence to determine optimal discounts and forecast demand. This helps them avoid stockouts and maximize revenue. Now, have you seen banks or credit cards offering extra discounts during sales?

Yes, like 10% off with certain credit cards!

Exactly! Flipkart partners with financial institutions to offer such incentives — it encourages higher spending. They also collaborate with top brands for exclusive deals. Why do you think a mobile-first strategy is important?

Because most people in India shop using their phones?

Spot on! A mobile-first approach ensures a smooth user experience across devices. Also, they go omnichannel, integrating online and offline strategies. Let's talk marketing — what role do influencers play?

They create buzz and make people trust the brand more.

Yes! Influencer marketing builds trust and visibility. Lastly, loyalty programs — why are they useful after the sale?

To keep customers coming back even after the sale ends?

Exactly! Building long-term customer relationships is key. So, if you were launching a sales campaign, which of these strategies would you use?

I'd use urgency and influencer marketing!

Great answers, everyone. Remember, blending these tactics can turn a regular sale into a blockbuster event — just like Flipkart's Big Billion Days.

Activity 8.1

Marketing Analysis Simulation Objective:

Students will apply analytical thinking to evaluate a hypothetical or real company using guided marketing analysis questions.

Instructions:

- **Divide the Class into Small Groups (5–10 students each).**
- Choose a Company:Each group selects a real or fictional company (or the instructor can assign one).
- Task: Using the following guided questions , each group must perform a marketing analysis of the company and prepare a brief report or presentation.

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Guiding Questions:

- Who are the users (target customers)? Where are they located? How much do they buy? From whom and why?
- How have promotion and advertising been used? Which has been most effective?
- What pricing changes exist in the market? Who initiated them and why?
- What are consumer attitudes toward competitive products?
- What distribution channels are used, and how do they work?
- Who are the competitors? Where are they located? What are their strengths and weaknesses?
- What marketing techniques do top competitors use?
- What are the company's strengths and weaknesses?
- What are its production capabilities (by product)?

Presentation (Optional):

- Groups will present their analysis to the class in a 5–10 minute presentation.

Discussion:

After each presentation, allow 2–3 minutes for peer questions and instructor feedback.

Now we will discuss about some important Marketing concepts:

Marketing Research

Marketing Research is defined as a study that consists of multiple techniques used by companies in order to gain more information about their target audience and the current market. Market research helps to gain information regarding current trends, profits, losses, economic and social factors affecting the market, and market strategies used. By utilising the gained information the companies and producers improve the overall quality of their products, their advertisements, and other marketing strategies.

Then answer the following questions to get a good sense of your market:

- Demand: Is there a desire for your product or service?
- Market size: How many people would be interested in your offering?
- Economic indicators: What is the income range and employment rate?
- Location: Where do your customers live and where can your business reach?
- Market saturation: How many similar options are already available to consumers?
- Pricing: What do potential customers pay for these alternatives?

Marketing Strategy

A marketing strategy refers to a business's overall plan to convince customers to buy its products or services. A marketing strategy determines how to reach prospective consumers and turn them into buyers. It contains the company's value proposition, key brand messaging, data on target customer demographics, and other high-level elements. A thorough marketing strategy covers the four Ps of marketing: product, price, place, and promotion. Here's a more detailed look at some key marketing strategies:

Digital Marketing:

- **Social Media Marketing:** Utilize platforms like Facebook, Instagram, or LinkedIn to engage with your target audience, build brand awareness, and drive traffic to your website.
- **Email Marketing:** Build an email list and send out targeted campaigns to promote products, offer discounts, and nurture leads.
- **Content Marketing:** Create valuable content like blog posts, videos, or infographics to attract and engage your audience, establish thought leadership, and improve SEO.
- **Search Engine Optimization (SEO):** Optimize your website and content to rank higher in search engine results, making it easier for potential customers to find you.
- **Paid Advertising:** Run targeted ad campaigns on platforms like Google Ads or social media to reach specific demographics and interests.

- **Traditional Marketing Print Advertising:** Consider placing ads in local newspapers, magazines, or coupon books to reach a wider audience in your community.
- **Direct Mail:** Send postcards, brochures, or letters to potential customers in your target area to promote your business or offer special promotions.
- **Local Events and Networking:** Participate in local events like farmers markets, trade shows, or community gatherings to connect with potential customers and build relationships.
- **Promotional Items:** Distribute promotional merchandise like pens, keychains, or tote bags to create brand awareness and goodwill. Other Effective Strategies:
- **Referral Programs:** Encourage existing customers to refer new business by offering incentives.
- **Loyalty Programs:** Reward repeat customers with discounts, exclusive offers, or other perks to foster loyalty.
- **Public Relations:** Seek out media coverage for your business and build relationships with local journalists.
- **Influencer Marketing:** Partner with relevant influencers to promote your products or services to their audience

Channels of Distribution

A group of intermediaries who help an organisation in the flow of goods and services from the manufacturers to the consumers are known as Channels of Distribution. The intermediaries along with the help in the physical movement of goods, also help in the movement or title or transfer of ownership. The two types of channels of distribution or distribution level are Direct Channel and Indirect Channel. Types of Distribution Channels/Level

1. Direct Channel (Zero Level)

As the name suggests, a direct channel or zero level is a distribution level through which an organisation directly sells its products to the customers without the involvement of any intermediary. For example, jewellers use direct channels, Apple sells its products directly to the customers through its stores, Amazon sells directly to the consumers, etc. Some of the most common types of direct channels of distribution are: Direct sales by appointing salesmen, through Internet, teleshopping, mail order house, etc.

2. Indirect Channels

When a middleman or intermediary is involved in the distribution process, it means the organisation is using Indirect Channels of Distribution. The indirect channels of distribution can be classified into three categories; viz., One Level Channel, Two Level Channel, and Three Level Channel.

i) One-Level Channel

One level channel means that there is only one intermediary involved between the manufacturer and the customer to sell the goods. This intermediary is known as a retailer. In simple terms, under one level channel, the organisations supply their products to the retailers who sell them to the customers directly. For example, goods like clothes, shoes, accessories, etc., are sold by companies with the help of a retailer.

ii) Two-Level Channel

The most commonly used channel of distribution that involves two intermediaries for the sale of products is known as Two Level Channel. The intermediaries involved are wholesalers and retailers. The producer sells their products to wholesalers in bulk quantity, sells them to small retailers, who ultimately supply the products to the customers. This channel is generally used to sell convenient goods like soaps, milk, milk products, soft drinks, etc. For example, Hindustan Unilever Limited sells its goods like detergent, tea leaves, etc., through wholesalers and retailers.

iii) Three-Level Channel

Three level channel means that there are three intermediaries involved between the manufacturer and the customer for the sale of products. The three intermediaries involved are Agent Distribution, Wholesalers, and Retailers. It is usually used when the goods are distributed across the country and for that different distributors are appointed for different areas. For example, wholesalers purchase goods from different distributors, like North India Distributors and then pass the goods to the retailers, who ultimately sell the goods to customers.

Product launch

A product launch is the process of bringing a new or updated product to market. The product launch process involves a series of steps to introduce the product to potential customers and make it available for purchase by the launch date. A well-executed product launch can strategically position the product in the market and create demand, leading to greater brand recognition and product sales.

Examples of successful product launches in different industries

Armour

Under Armour (performance sports clothing brand)To support the launch of the HOVR Infinite shoe, Under Armour wanted to scale its product testing to get actionable insights, faster. The problem was that Under Armour only had 100 product testers and they didn't have enough representation across the countries it operated in.

With a centralised directory on the Qualtrics platform, Under Armour quickly went from about 100 product testers to over 10,000 and had greater representation across the globe. This helped shorten the feedback loop, enabling Under Armour to conduct more rounds of testing than ever before and refine the HOVR cushioning platform quickly.

The testing helped make a product that professional runners were praising in glowing terms. Within weeks of its product launch to the public, the HOVR Infinite received a 2019 Runner's World Recommendation Award.

Yamaha

When you want your products to be as innovative as the artists who use them, you need an insight platform that's fast and flexible enough to put the customer's voice into every step of your product launch process.

Using Qualtrics, Yamaha runs hundreds of quick-turn studies during product development to ensure they catch potential product misfires before prototypes hit the development floor — or the finished product goes to market.

They use Qualtrics' survey capabilities to survey customers, receiving rich, detailed feedback and insight in a matter of hours — something that might've taken a week or more to deploy and discuss internally.

Now, they're able to conduct projects and continue producing amazing products with incredibly fast turnaround times

Pitching of a Product

You have a great idea for a new product or service that can solve a problem, create value, or satisfy a need for your target market. But how do you convince potential customers, investors, or partners to buy in? Pitching a new product or service is a crucial skill for any business developer, but it can also be challenging and stressful. Reaching out via email is not the same as making a cold call or answering someone's "So what do you do?" in-person question at an expo. You need to adapt your sales pitch to each of these situations. Here are the types of sales pitches you may need:

- Elevator pitch or in-person pitch
- Email pitch
- Phone pitch
- Social media pitch
- Video pitch

Market Feasibility Study

A market feasibility study in marketing evaluates the potential success of a new product, service, or business idea by assessing its viability in a specific market. This involves analyzing customer needs, market demand, competitive landscape, pricing strategies, and potential marketing channels. The goal is to determine if the project is economically feasible and has a high likelihood of success.

Here's a more detailed breakdown:

Key Aspects of a Market Feasibility Study:

- **Market Analysis:** This involves defining the target audience, understanding their needs and preferences, analyzing market size and growth potential, and identifying potential distribution channels.
- **Competitive Analysis:** Assessing the existing competition, their strengths and weaknesses, and how the proposed product or service can differentiate itself.
- **Financial Analysis:** Evaluating the costs and returns of the project, including investment requirements, projected revenues, and profitability.
- **Technical and Operational Feasibility:** Determining if the product or service can be developed and delivered efficiently and effectively.
- **Legal and Regulatory Considerations:** Ensuring compliance with relevant laws and regulations.
- **Risk Analysis:** Identifying potential risks and challenges, and developing strategies to mitigate them.
- **SWOT Analysis:** Analyzing the project's strengths, weaknesses, opportunities, and threats.

Case Study 8.2

Zepto

Zepto, a 10-minute grocery delivery startup founded in 2021 by two young Stanford dropouts, has quickly risen to prominence in India's competitive quick-commerce space. Its successful marketing strategy is a key factor behind its growth. Here's a breakdown of how Zepto has marketed itself effectively in India:

Key Elements of Zepto's Successful Marketing in India

1. Clear Value Proposition: 10-Minute Delivery

- Zepto focused its core messaging on ultrafast delivery, differentiating itself from traditional e-grocery platforms like BigBasket and Grofers.
- "10-minute delivery" became a unique selling point (USP) and a viral hook.

2. Targeting Urban Millennial Lifestyle

- Zepto targeted time-starved urban millennials and Gen Z consumers in metros like Mumbai, Bangalore, and Delhi.
- Their digital campaigns reflected a modern, hustle-based lifestyle where convenience is key.

3. Digital-First Strategy

- Heavy investment in social media and performance marketing (Instagram, YouTube, Google Ads).
- Use of memes, reels, and influencer collaborations to go viral among younger demographics.
- Smart retargeting and app install campaigns helped scale quickly.

4. Localized and Hyperlocal Marketing

- Promotions and push notifications were tailored to each neighborhood and city.
- Use of local festivals and cultural moments (e.g., Diwali, Holi) for limited-time offers.

5. Tech-Enabled Branding

- Zepto's app interface and delivery tracking created a tech-savvy, efficient brand image.
- Transparent order tracking, clean UI, and rapid delivery helped build trust.

6. Aggressive Offers & Discounts

- Launch campaigns included steep discounts and referral bonuses to encourage trial.
- Loyalty programs and wallet cashback systems were also employed to drive retention.

7. Brand Partnerships

- Partnered with FMCG brands for co-branded promotions (e.g., Pepsi, Lays) to increase visibility and offer bundle deals.

8. Performance & Word of Mouth

- Once customers experienced the promised 10-minute delivery, word-of-mouth amplified organically.
- Positive reviews and social media shares helped build credibility.

Results & Impact

- As of 2024, Zepto has achieved unicorn status, raised over $700M, and is present in most major Indian metros.
- It is considered a top player in the Indian quick commerce segment alongside Blinkit and Swiggy Instamart.

Activity 8.2

Designing a Quick-Commerce Marketing Strategy Objective:

Students will apply their understanding of Zepto's marketing approach to design a quick-commerce marketing strategy for a fictional brand entering the Indian market.

Instructions:

1. Divide the Class into Teams (3–5 members each)

   Each team represents a new quick-commerce startup launching in India with a unique twist (e.g., 15-min delivery of eco-friendly groceries, curated health kits, late-night essentials, etc.).

2. Create a Marketing Strategy (20–30 minutes) Using Zepto's strategy as a reference, teams must craft a brief plan covering:

- USP & Value Proposition
- Target Audience & City
- Marketing Channels (social media, events, influencers, etc.)
- Launch Offers
- App & Tech Strategy
- Local/Seasonal Campaign Ideas

3. Present Your Strategy (2–3 minutes per team) Each group presents their strategy like a startup pitch to potential investors.

Discussion Questions (Post-Activity):

- Which parts of Zepto's strategy did you find most effective or inspiring?
- How would you differentiate your brand from Zepto, Blinkit, or Swiggy Instamart?
- What challenges might a new entrant face in this market?

Conclusion

Marketing is a critical component of any successful business strategy, but it is especially important for startups. As a new company entering a competitive industry, startups need to prioritize their marketing efforts in order to effectively promote their products or services and attract customers.

At its core, marketing is about understanding and connecting with your target audience. Startups need to establish their brand identity and communicate their unique value proposition in order to differentiate themselves from competitors. A strong marketing strategy can help startups build brand awareness, establish credibility, and create a loyal customer base.

In summary, marketing is essential for startups to establish their brand identity, increase visibility, and generate revenue. By investing in marketing, startups can effectively communicate their unique value proposition, build customer relationships, and drive business growth. Whether through social media, content marketing, email campaigns, or other channels, startups must leverage marketing to achieve their business goals and succeed in the competitive startup landscape.

9

TOOLS (AI etc.)

E9P2L2

Learning Outcomes:

After studying this chapter, learners will be able to:

1. To understand the Importance of AI in Startups.
2. To understand the use of different software's like MS Word MS Excel Etc.

"The power of AI lies in its ability to turn massive amounts of data into actionable insights—something every startup should leverage."

Padmaja Ruparel,
Co-Founder, IAN Group

"Startups that leverage AI to offer differentiated, smarter solutions will stand out from the competition"

Manish Gupta,
Director,
Google DeepMind

Case Study 9.1 : Ghibli Art

The internet loves photo trends, especially when it converts personal pictures into dreamy pictures by adding visually stunning effects. The latest trend which has taken social media by storm is the 'Ghiblification' or 'Ghibli transformation', where AI converts real-life images into animated pictures that resemble the style by Ghibli Studios from Japan.

The Ghibli AI trend started when tech wiz Grant Slatton shared a Ghiblified image of himself, his wife and his dog, on March 26-2025 using OpenAI's image generation feature in ChatGPT which has multiple style formats. On April 1, 2025 OpenAI released this feature for free to all users. Slatton's post later exploded, sparking the new Ghibli trend.

Discussion

Classroom Dialogue on the Use of AI for Startups

Good morning, class! Today, we're going to talk about something that's changing the business world—Artificial Intelligence (AI). Can anyone tell me what AI is?

(Ayesha): It's when machines or software can think or learn like humans, right?

Exactly, Ayesha! Now, let's connect that to startups. Why do you think AI might be useful for a startup?

(Ravi): Maybe it helps them work faster or do things more efficiently?

Great point, Ravi. Startups often have limited resources, so AI can help automate tasks, save time, and even reduce costs. Can anyone give an example?

(Zara): Like using AI chatbots for customer service?

Perfect example, Zara! Chatbots can answer common customer questions 24/7 without needing a large support team. Any other ideas?

(Aman): What about AI for analyzing data, like what customers want?

Absolutely, Aman. AI can analyze huge amount of data and find patterns—like which product is selling the most, or what time people shop online. This helps startups make smarter decisions.

(Ayesha): Can AI help marketing too?

Yes, very much! AI tools can personalize ads, write content, and even schedule social media posts based on the best time to get attention. It's like having a digital marketing assistant.

(Ravi): So, does every startup need AI?

Not necessarily. It depends on their goals, industry, and resources. But learning how to use AI can definitely give a startup a big advantage.

(Zara): Is it expensive to use AI?

It used to be, but now not anymore. Many AI tools are now affordable—or even free—like the ones available through platforms such as OpenAI, Google, or Microsoft.

(Aman): That's cool! Maybe one day I can start a business using AI.

That's the spirit! The future of business is closely tied to AI, so the more you understand it now, the better prepared you'll be.

Activity 9.1

Activity Title: "AI in Business: A Creative Startup Challenge!"

Learning Outcomes:

By the end of the activity, students will:

- Have a basic understanding of how AI is applied in business.
- Be able to identify the role of AI in solving business problems.
- Develop creativity and teamwork skills while designing AI-driven business solutions.
- Understand the practical challenges and opportunities associated with implementing AI.

Objective: To introduce students to the concept of Artificial Intelligence (AI) and how it is applied in business settings. The goal is for students to creatively design their own AI-powered business solution.

Activity Overview: Students will be divided into small teams and given the task of developing an AI-based business solution for a problem in a specific industry. They will need to research AI applications, brainstorm ideas, and present their ideas as a business plan, showcasing how AI can improve or innovate business processes.

Materials Needed:

- Whiteboards/Markers or Paper/Pens for brainstorming and presentation
- Internet access for research (optional)
- A computer or tablet to access AI resources (if possible)
- Example videos or case studies of AI in business (optional)

Instructions:

1. Introduction to AI in Business (10–15 minutes)

Begin with a brief introduction to Artificial Intelligence. Discuss what AI is, and how businesses use it today (e.g., customer service chatbots, recommendation engines, automated manufacturing, etc.).

Example industries to mention: Healthcare, retail, finance, logistics, entertainment, etc.

Show some **real-world examples of AI** used in businesses. This can include how AI helps Amazon recommend products, or how AI is used for self-driving cars.

2. Team Formation and Industry Assignment (5 minutes)

Divide the class into small teams (3–5 students).

Assign each team a **business industry** to focus on, such as:

Retail (e.g., how AI can personalize shopping experiences)

Healthcare (e.g., AI for diagnostics or virtual assistants)

Entertainment (e.g., AI in game design or streaming services)

Finance (e.g., AI for fraud detection or financial planning)

Logistics (e.g., AI for route optimization or warehouse automation)

3. Brainstorming Session (20 minutes)

Each team will brainstorm **how AI can be used** in their assigned industry to improve processes, solve problems, or create new opportunities.

Encourage teams to think about the **problem they are solving** and **how AI can make things more efficient or innovative**. Examples of questions they could consider:

What problems do businesses in this industry face?

How can AI improve customer experiences, reduce costs, or boost productivity?

Can AI create new products or services?

4. Business Plan Development (15 minutes)

Once the teams have come up with their ideas, they will need to create a **simple business plan** that outlines:

The business idea: What problem does their AI solution solve?

Target audience: Who will use their AI solution? (e.g., businesses, consumers, or both)

How AI works in their solution: Explain in simple terms how AI will be used.

Potential benefits: What improvements will AI bring (e.g., cost reduction, time-saving, better decision-making)?

Challenges and risks: What are the challenges of implementing AI (e.g., privacy issues, cost, ethical concerns)?

5. Presentation Preparation (10 minutes)

Teams will prepare a **short presentation** (3–5 minutes) to pitch their AI-powered business idea.

They can use posters, slides, or drawings to illustrate their business plan.

6. Presentations and Voting (15–20 minutes)

Each team presents their idea to the class.

After all presentations, students will **vote** on the best AI-powered business idea. They can vote on categories like:

Most creative idea

Most practical use of AI

Best presentation

7. Reflection and Discussion (10 minutes)

Conclude the activity by discussing the importance of AI in the modern business world. Ask questions such as:

How could AI change the future of business?

What skills are needed to work with AI in a business context?

What ethical considerations come with using AI in business?

Reflect on how students felt about using AI in business and what they learned from the experience.

Now we will discuss about some important Tools for Startup:

Artificial Intelligence

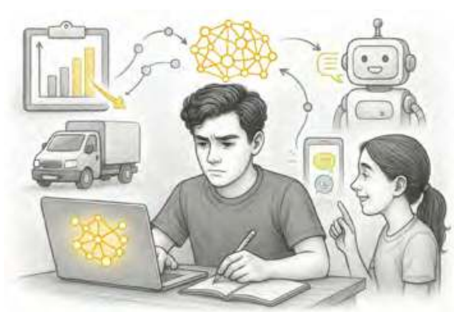
AI refers to the ability of machines to perform cognitive tasks like thinking, perceiving, learning, problem solving and decision making. Initially conceived as a technology that could mimic human intelligence, AI has evolved in ways that far exceed its original conception. With incredible advances made in data collection, processing and computation power, intelligent systems can now be deployed to take over a variety of tasks, enable connectivity and enhance productivity. As AI's capabilities have dramatically expanded, so have its utility in a growing number of fields.

Examples of Artificial Intelligence

1. Maps and Navigation
2. Facial Detection and Recognition
3. Text Editors or Autocorrect
4. Search and Recommendation Algorithms
5. Chatbots
6. Digital Assistants
7. Social Media
8. E-Payments
9. Weather Forecasting
10. Music Mastering

AI technologies employed by startups for enhanced operational efficiency Various AI technologies are used by startups to address their unique needs and challenges. Key AI technologies that are frequently employed by startups include:

Machine Learning (ML)

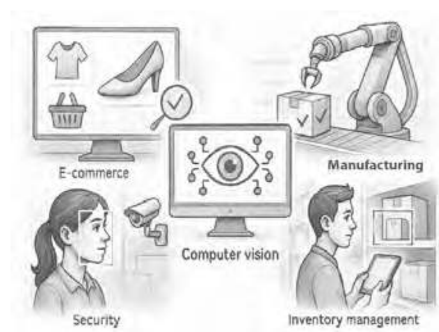


For startups, machine learning (ML) is a crucial technology that is used in many different departments and operations. Predictive analytics in marketing uses machine learning techniques like supervised learning to help startups target and optimize their ad campaigns. ML algorithms in sales improve lead scoring and CRM, which increases the productivity of sales teams. Chatbots that use machine learning and natural language processing (NLP) offer round-the-clock customer support. Startups in operations use unsupervised learning to enhance workflows such as supply chain optimization and inventory management. Startups also use machine learning for financial forecasting, utilizing algorithms to examine past data and make informed decisions. Because of ML's flexibility and adaptability, startups can automate processes, obtain insights, and improve their competitiveness with this indispensable tool.

Natural Language Processing (NLP)

For startups, natural language processing, (NLP), is a game-changing technology that is applied to various departments and operations. NLP-enabled chatbots in customer service interact with clients, respond to their questions, and offer prompt help, improving user experiences and speeding up response times. NLP sentiment analysis in marketing aids in determining consumer opinions, modifying messaging, and enhancing brand perception for startups. NLP algorithms produce text that appears human when creating content, which helps with content generation automation for emails, blogs, and product descriptions. NLP is also used for text summarization, which aids startups in gleaning important details and insights from massive amounts of data. With the help of this adaptable technology, startups can streamline marketing campaigns, automate correspondence, and streamline content production while delivering more personalized and efficient services to customers.

Computer vision

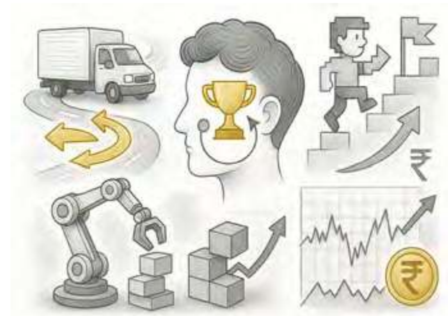


For startups, computer vision is a game-changing technology that can be applied to a wide range of departments and operations. Startups in the e-commerce space use image recognition algorithms to enhance the management of product catalogs and provide customers with visual search capabilities. Computer vision algorithms are used in manufacturing and quality control to identify defects and guarantee the quality of the final product. Facial recognition technology improves surveillance and access control systems for security. Object detection helps inventory management, which helps startups maximize stock levels. Computer vision's capacity to decipher visual data enables startups to improve user experiences, automate quality assurance, strengthen security, and expedite logistics — all of which contribute to increased productivity and innovation across a range of industries.

Deep learning

Deep learning has applications in many departments and operations, making it a valuable tool for startups. Startups employ deep learning methods, such as Convolutional Neural Networks (CNNs), in customer-facing applications to recognize speech and images. This improves user experience and makes features like voice assistants and image analysis. Deep learning aids in the diagnosis of diseases from medical imaging and the prediction of patient outcomes in the healthcare industry. Recurrent neural networks (RNNs) are also used by startups for predictive maintenance in manufacturing and time series data analysis in finance. Startups in industries ranging from tech and healthcare to finance and manufacturing can drive innovation by automating tasks, gaining deeper insights, and leveraging deep learning's capacity to process large and complex data sets.

Reinforcement learning



Another innovative technology that startups are using in many different departments and operations is reinforcement learning (RL). RL algorithms aid in the optimization of delivery vehicle routes in logistics and supply chain management, lowering expenses and boosting productivity. Startups in the gaming sector use reinforcement learning to develop intelligent non-player characters and improve gameplay.

Moreover, RL supports trading tactics, risk management, and portfolio optimization in the financial industry. Robotics startups can create autonomous systems that can adapt and learn in changing environments thanks to reinforcement learning. Because of its flexibility and capacity for self-improvement, reinforcement learning (RL) is a useful tool for startups that want to innovate across a range of industries, improve decision-making processes, and automate difficult tasks.

Here are some companies that have started taking baby steps using AI tools in business.

Zomato

Blinkit, the quick commerce platform of Zomato has introduced a new feature called 'Recipe Rover' driven by the most popular AI models ChatGPT and Midjourney. Recipe Rover works by displaying multiple recipes related to the food item that a customer searches for in the application. The company also plans to integrate generative AI into product photography, customer support, etc. Zomato has huge customer data at its disposal which can be put to use to create more customer-friendly features in the future.

Swiggy

If Zomato is using AI primarily to generate recipes, its biggest competitor Swiggy is using it to fine tune search results. Swiggy will use AI to respond to specific food-related terms and queries. The feature will also support voice queries. The company also plans to integrate this into its commercial platform, Swiggy Instamart. Swiggy is also planning to use generative AI to help restaurants and delivery partners for faster issue resolution.

Policybazaar

The leading insurance tech company in the country has been using AI tools for fraud detection using an AI-based risk framework that checks for liveliness and avoids deep fakes. It also uses AI tools for motor vehicles inspection where the customer can make a video of the vehicle and upload it while the AI does the damage assessment. The company has also developed technologies for voice to text conversion which can be used to gather consumer data and be used to assess consumer behavior. However, this falls into the category of 'predictive' AI, not 'generative' AI.

MakeMyTrip

MakeMyTrip, one of India's leading travel booking companies has collaborated with Microsoft to use generative AI to introduce voice-assisted booking in Indian languages. It will help the user by offering personalized travel recommendations based on their preferences, curating holiday packages and booking them.

HealthifyMe

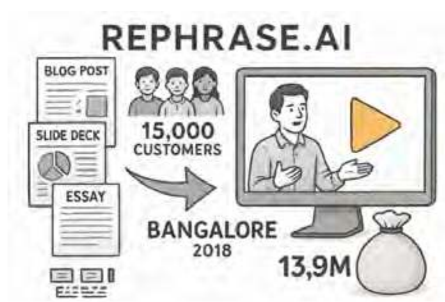
HealthifyMe, a leading fitness app in the country has come up with a new AI powered virtual nutritionist, 'Ria'. It also plans to incorporate generative AI into its product for nutritionists and trainers to provide personalized advice and increase productivity.

Reliance Industries

Reliance Industries have partnered with graphics chip maker NVIDIA to develop supercomputing data centers for AI applications. They are focusing on using AI in regional Indian languages. According to a recent report from JM Financial Securities, RIL is committed to create up to 2,000MW of AI computing capacity.

Rephrase.AI

Rephrase.AI is a Bangalore based company that allows you to create video content from text. It was launched in 2018 and can work with inputs like blog posts, slide deck and essays. According to reports, the company has around 15,000 customers and has been able to raise 13.9 million USD so far.



Blend

Blend is an image and design editing app that uses generative AI technology to generate images instantly. Founded in 2021, it is mainly used by ecommerce merchants to create and edit professional product visuals in less than a minute. The content produced by Blend is mostly used in social media and digital ad campaigns.

InsurStaq

InsurStaq uses AI technology to help ordinary users buy insurance by providing information about various insurers and their products. The app offers data-backed advice, insights from existing policies, and personalized recommendations for new policies.

Fasthr

Fasthr is like an AI-based HR person sitting next to you. It can screen applicants by interviewing them and evaluating their responses on various criteria.

Dubverse

Dubverse is a generative AI platform for voice and video creators, founded in 2020. It provides solutions such as subtitling, voice substitution, and video recreation. It allows users to use voices in various languages and voices, lip-sync videos, and subtitle videos.

Zpod

Zpod is a recent generative AI startup that generates creative ideas from online articles and other sources for linkedin posts.

IT Majors

Most of India's IT services companies, such as TCS and Infosys, have partnered with AI providers such as OpenAI, and Google to launch AI solutions to their client companies and enterprises. All these players are also training their workforce on AI technologies.

One of the standouts in this area is Tech Mahindra, which has a generative AI studio that will have text, code, image, video, audio and data generation capabilities. It has also started using AI tools for internal purposes such as HR, marketing, and customer servicing.

Case Study 9.2

CASE STUDY

Microsoft Word is a versatile tool for startups, essential for creating various documents, from business plans and presentations to legal contracts and marketing materials. It facilitates communication, organization, and collaboration within the company.

Key Uses for Startups:

- **Document Creation:**

  Word allows startups to draft and refine crucial documents like business plans, marketing strategies, financial reports, and legal agreements.

- **Presentation Development:**

  Creating compelling presentations for investors, partners, and clients is vital for startup success, and Word can help format and design these presentations.

- **Communication:**

  Word is used to compose emails, memos, and other internal and external communications, enabling clear and concise messaging.

- **Resume and Job Applications:**

  Startups may need to create and update resumes and cover letters for hiring purposes.

- **Collaboration:**

  Word can be used in conjunction with cloud storage platforms like OneDrive or Google Drive to enable collaborative editing and document sharing.

- **Content Management:**

  Word can be used to create and manage various content, including articles, blog posts, and social media updates.

- **Legal Documentation:**

  Startups may need to draft contracts, terms of service, and other legal documents using Word.

- **Training Materials:**

  Word can be used to develop training manuals and guides for new employees or partners.

- **Financial Reporting:**

  While not a dedicated accounting software, Word can be used to create basic financial reports and summaries.

- **Branding:**

Word can be used to create and maintain brand consistency through templates and document formatting.

Activity 9.2

Create a Business Document Package Using MS Word

Objective: Students will learn how to use Microsoft Word to create professional business documents such as letters, memos, reports, and invoices.

Instructions:

Scenario:

You are part of a start-up business (choose any industry: tech, fashion, food, etc.). Your team has been asked to prepare a set of professional documents to present to a client and stakeholders.

Tasks (Each student or group must create the following):

1. Business Letter

- Purpose: Respones to a customer inquiry.
- Include: Proper letter formatting, company letterhead, address block, date, salutation, body, closing, and signature line.

2. Internal Memo

- Purpose: Announce a policy change or a meeting to staff.
- Must include: Header (To, From, Date, Subject), concise content.

3. Sales Report

- Purpose: Summarize last month's sales figures.
- Include: Title page, table of contents, headings, bullet points, tables, and page numbers.

4. Invoice

- Purpose: Bill a customer for products/services rendered.
- Include: Company name and contact info, client details, invoice number, itemized charges, total, and payment terms.

Tools and Features to Use in MS Word:

» Styles and Formatting

» Insert Table

» Insert Header/Footer

» SmartArt or WordArt

» Page Layout Tools

» Mail Merge (optional for advanced students)

CONCLUSION

AI empowers startups to innovate, streamline processes, and create impactful solutions. Most startups are evaluating technologies across Artificial Intelligence, Machine Learning, Large Language Models (LLM), Generative AI, DeepTech, IoT and Blockchain to meet increasing customer requirements, improving customer experiences and bringing efficiency in operations. However, to address the ethical challenges and risks posed by AI, a responsible and sustainable approach with ethical practices and a robust legal mechanism is required.

10

Why Startups Fail

K6F6N4

Learning Outcomes

After studying this chapter, learners will be able to:

- To Know 'Failure isn't the end—it's where the real learning begins!
- To Discover the top reasons why even cool startups crash and burn.
- Get inspired by real stories of people who turned failures into comebacks!
- Become a "startup detective" and solve what went wrong in failed businesses.
- Learn why listening to customers is more powerful.
- Find out how honesty, teamwork, and smart thinking can save a startup.
- To present your ideas—skits, slogans, or posters!
- To Learn Now to fail smart, bounce back, and grow stronger!

Not all ideas work—but every failure teaches us something. Common reasons startups fail:

» No real need for the product

» Poor money management

» Not adapting to feedback

» Reflection Task:

Find a failed product (like Google Glass or Maggi Noodles ban) and share what went wrong.

Success stories often make us feel good, but they rarely show the full journey—the mistakes, doubts, and struggles behind the scenes. On the other hand, failure stories reveal the real path of growth. They teach us what not to do, how to bounce back, and what to improve. Dr. Kalam believed that by understanding failure, we become smarter, stronger, and more prepared for our own journeys. That's why this lesson isn't just about cheering for winning startups—it's about learning from the ones that didn't make it. Because every failed idea is a lesson that can help the next one to succeed.

Discussion:

Good Morning, Class! Let me ask you an interesting question: how many of you want to go for entrepreneurship and how many of you prefer to do a job.

Record the responses of students. (Generally, most of the students say no to entrepreneurship and prefer to do a job

Why do most of the students want to go for a job instead of starting their own business?

Because jobs feel safer, sir. You get a salary every month.

And most start-ups fail! It's risky to start something new.

Exactly! It's a massive sales campaign that drives millions of transactions. Now, let's break down what makes it successful. One key strategy is the use of scarcity and urgency. Why do you think that works?

(curiously): But maam, why do so many start-ups fail?

(smiling):Excellent question! That's exactly what we're going to explore today—WHY do start-ups fail, even when they have good ideas or passionate founders?

So, we all agree that many people avoid entrepreneurship because they're afraid that their start-ups might fail. But the real question is — why does this happen so often?

Maybe their idea wasn't good?

That's a common reason people think of. But guess what? Many failed start-ups actually had great ideas! They just didn't succeed.

Then maybe the people who started them didn't work hard enough?

Another common belief! In fact, many investors say it's not the idea but the founder who matters most. But blaming the founder isn't always fair. There's something called the "fundamental attribution error." Ever heard of it?

Students : (Shakes heads or says "no")

It means we often blame people for a failure, without thinking about the situation they were in. Maybe the market changed. Maybe a big competitor arrived. Maybe they didn't test the idea properly. These are all real challenges that can cause failure, even for smart, hardworking people.

Story: Rajeev Pathak and Funtoot

Let me tell you the story of **Rajeev Pathak**, the founder of **Funtoot**, an educational technology company. Rajeev had a brilliant idea—he wanted to build an app that would help students to learn math and science using artificial intelligence. The app, Funtoot, promised personalized learning experiences and aimed to make education more accessible and effective.

But despite the great idea, there were **challenges**. The team faced issues with scaling the product. They didn't test the app enough with real students, which led to misunderstandings about what the users really wanted. The competition was tough, and growing too fast became a problem.

Rajeev realized that despite having a solid concept, **Funtoot** struggled to connect with enough users and grow sustainably. The company had to **pivot**, change its approach, and **eventually sell to Embibe** in 2019.

But here's the key lesson—**failure is part of the journey**. Rajeev didn't give up; he used his experiences from Funtoot to **improve** and later **succeed** with other ventures.

Step 2: 💬 Quick Class Discussion (3–5 mins)

So class, what went wrong with Rajeev Start-up?

He didn't test the idea with real users.

His team wasn't working well under pressure.

They focused too much on building and not enough on listening.

Exactly. These are the mistakes that even smart people make. But they're also fixable—and that's what you'll explore in today's activity!

Activity 10.1

Introduction: "Build It or Break It?"

Now, to help you understand this better, we're going to do a group activity called "Build It or Break It?" You'll work in small teams.

What do we have to do?

Each team will get a start-up scenario—a short story about a new business that's in trouble. Your job is to:

1. Find out what went wrong?
2. Come up with a solution.
3. Present your advice to the class in a creative way—it could be a poster, a mini-skit, or even a catchy slogan!

Cool! So we're like business doctors, figuring out what went wrong?

Exactly! And to help you, I'll give you a "Success Checklist". It has questions like:

- Did the team test the idea?
- Do they understand what customers want?
- Are they working well as a team?
- Did they plan for money and competition?

Teacher hands out - stories and checklists

1. Kunal Shah – Freecharge (India) Story

Kunal Shah started Freecharge, a platform where you could recharge your phone and get cashback offers. It became super popular and was eventually sold to Snapdeal. But after the acquisition, things didn't go as expected. The product got stuck in too many meetings, decisions were slow, and innovation stopped.

Lesson: Success can lead to failure if a company stops innovating and loses its speed.

2. Elizabeth Holmes – Theranos (USA)

Story: Elizabeth Holmes created Theranos, a start-up that promised to do blood tests using just a few drops of blood. She raised billions of dollars from investors. But the technology didn't work. Instead of being honest, the company tried to hide the truth. Eventually, it collapsed, and Elizabeth faced legal action.

Lesson: Overpromising and hiding failure leads to disaster.

Use in Class: Ask students: What should she have done differently?

3. Ritesh Agarwal – OYO Rooms (India)

Story: Ritesh started OYO at age 19 to fix the messy hotel experience in India. But by 2019, OYO grew too fast in too many countries. There were complaints from hotel owners, guests, and employees. OYO had to shut down in many places and lay off people.

Lesson: Growing too fast without control can cause collapse.

Use in Class: Discuss how speed can be both a strength and a risk?

4. Ashok Soota – Happiest Minds (India)

Story: Ashok co-founded Mindtree, a successful IT firm. But after some internal conflicts and misalignment with other founders, he left and had to start over. He later created Happiest Minds, which became successful—but only after learning from his past leadership experience.

Lesson: Even experienced entrepreneurs fail—but learning from mistakes leads to stronger comebacks.

Use in Class: Talk about resilience and leadership.

Activity 10.2

Notes to teacher: How to Use above stories in Class:

1. **Pick one story to narrate dramatically before the activity.**
2. **Or assign different stories to different groups, then ask:**
    - What went wrong?
    - What could they have done better?
    - What did they learn?
    - How would *you* avoid this mistake?

Presentation Time

[Students Work in Groups – 15–20 Minutes]

(Students discuss their scenarios, identify problems, and prepare posters or skits.)

Time to hear from our start-up rescue teams! Each group, come up, share your case, and tell us how you'd save the start-up.

(Each team presents briefly — the class claps and reacts)

Wrap-Up Discussion

So class, what did we learn today?

That failure isn't always because of a bad idea.

And founders shouldn't be blamed without looking at the full picture.

Well said! Remember, failure in start-ups is common—but it can also be prevented with the right planning, teamwork, and timing. And even if you fail, you learn—which makes you a better entrepreneur next time.

Case Study 10.1

Henry Ford
Beyond the Setback: How Great Minds Turn Failure Into Fuel

At first glance, it might seem logical to steer clear of startups—after all, the failure rate is high, the risks are real, and the path is anything but certain. But if history has taught us anything, it's that failure is often the forge of greatness. Some of the world's most iconic innovators didn't succeed *despite* failure—they succeeded *because* of it.

Take Henry Ford, for example. Today, his name is synonymous with innovation and mass production. But few know that before his breakthrough, he endured a crushing defeat that nearly ended his career before it truly began…

STORY

The Forgotten Failure That Forged a Legend: Henry Ford's First Big Flop

"Failure is simply the opportunity to begin again—this time more intelligently."

— Henry Ford

Before he became the father of modern automobiles, before the Model T rolled off the assembly line and changed the world, Henry Ford faced a crushing defeat.

Hook #1: A Man with a Dream, and No Roadmap

In 1899, a young Henry Ford was bursting with ideas. His dream? To build a horseless carriage that the common man could afford. Backed by wealthy investors and full of raw ambition, he launched his first company: The Detroit Automobile Company.

But there was a problem—he knew engines, not business.

Hook #2: When Your Dream Turns Into a Disaster

The cars he built were inconsistent, clunky, and outrageously expensive. Instead of creating a vehicle for the masses, Ford ended up producing unreliable machines that only the elite could afford—and even they didn't want them. Worse still, his investors were impatient. They wanted results fast. But Ford was a perfectionist. He wanted innovation, not quick cash. The result? A brutal clash between vision and venture capital.

In just 18 months, the company crashed. Investors pulled out. The factory shut down. The press called him a failure. Henry Ford was humiliated.

Hook #3: Rock Bottom... or the Starting Line?

Most people would've walked away. But not Ford. He didn't see this as the end. He saw it as data. He asked himself: Why did this fail? What can I fix?

Instead of building expensive, custom cars, he decided:

- To Focus on one model
- To Make it affordable
- To Build it fast and consistently

This insight led him to launch the Ford Motor Company in 1903—and just five years later, he introduced the Model T, the car that put America on wheels and made him a household name.

TAKE AWAY

Ford's first company failed not because he lacked talent—but because he hadn't failed enough to learn what truly mattered.

- ✔ Failure didn't stop him; it sharpened him.
- ✔ Setbacks weren't signs to quit—they were lessons to level up.

So the next time your plans fall apart, ask yourself—are you at the end, or just at the beginning of something better?

Reflection Questions

1. If you were starting your own business, what would you do first to avoid common startup mistakes?
2. Which failure story from this chapter inspired you the most, and what lesson did you learn from it?
3. How can listening to your customers help save a startup from failing?

CONCLUSION

Failure is not the opposite of success—it's often the very path to it. Through this chapter, we explored the hidden truths behind startup failures and discovered that even the brightest ideas can fall short if not backed by planning, testing, teamwork, and resilience. From Rajeev Pathak to Henry Ford, from OYO to Theranos, each story reminded us that behind every stumble lies a stepping stone to future success.

Startups fail for many reasons—rushing growth, ignoring feedback, poor money management, or even overpromising. But those who dare to reflect, adapt, and try again are the ones who eventually succeed. The real entrepreneurs aren't the ones who never fall; they are the ones who rise every time they do.

As future change-makers, don't fear failure—investigate it, understand it, learn from it. Whether through role plays, posters, or thought-provoking discussions, this chapter gave you a toolkit to become a "startup detective" who learns from the past to shape a smarter future.

So remember: Fall Fast, Fail Smart, and Rise Stronger. Because your next big idea might just be one smart failure away from greatness.

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